

# CROSS-CULTURAL PSYCHOLOGY BULLETIN

International Association for Cross-Cultural Psychology



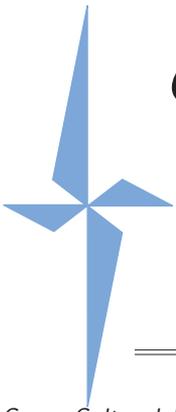
18 Years of Bulletin Photos

# HWP

**Humanitarian Work Psychology:  
An Emerging Community of Practice in  
I-O Psychology**



**Volume 45 - 46  
2012 - 2013**



# *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.

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*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](http://www.iaccp.org).

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

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*Cross-Cultural Psychology Bulletin* (ISSN 0710-068X) was published occasionally and has been provided to all members of IACCP. This is the last issue.

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## About the Front Cover

Most of these 400+ photographs were published in the *Bulletin* since 1995. Representing members, article authors, conference denizens, and founders of the Association, they nicely illustrate our considerable diversity. (Some of these folks don't look like this in 2013.)



Yue-Eng Wang (王月英) 1948-2011

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# Cross-Cultural Psychology Bulletin

Volume 45-46 2013  
Publication Date: July, 2013

International Association for Cross-Cultural Psychology

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# Change is Here

Bill Gabrenya, Editor

Welcome to the last issue of the *Cross-Cultural Psychology Bulletin*! After a pretty good 47-year run as a printed/mailed newsletter and then as a printed/mailed/online magazine, the Association has decided to get modern and move to an electronic medium. The reasons are familiar: increased timeliness of reporting, lower costs, availability of editorial resources, potential for use of rich media. Here in this last pithy editorial, I discuss where this change came from and what is coming next.



## Whence the Bulletin?

When I became editor in 1995, I predicted that I would be the last editor of a printed *Bulletin*, with print publications about to be supplanted *any day now* by the Interweb. For just this once I was right, but I expected it to happen by 2000, not 18 years later. I suppose, given that 1995 was also the year that the IACCP website, [iaccp.org](http://iaccp.org), was launched, I was misled in thinking that all manner of change in publication technology was imminent. (Please stop now and read Harry Triandis' article in this issue concerning early historical background on the *Bulletin* and the field in general.)

The *Cross-Cultural Social Psychology Newsletter* that eventually became the *Bulletin* was a good solution to communication challenges that a large segment of IACCP members have not experienced. Each issue listed the newest publications in the field—a service that is inconceivable given modern search methods. People would publish notices like, "I will be in Hong Kong in July if anyone would like to meet me there." Conference registration and abstract submission forms were included with directions to cut out and mail them to the organizers. But some of the earliest controversies facing the field were also debated, such as, what language shall JCCP be published in? (French was the primary alternative candidate.)

Beginning around 2000, various functions and services of the *Bulletin* were gradually replaced by other communication media. I increasingly came to see the *Bulletin* as an organizational development tool that might pull together a far-flung membership by offering information about the Association and its members in an attractive package. My intent was to make the *Bulletin* an un-journal. We read journal articles continuously, endlessly (or not), as an obligation; we need something in the field that is light or fun or at least unpretentious. Rule #1 for the *Bulletin* was to never publish



Annamarie Gabrenya (Hoening)

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# Presidential Greetings

Yoshi Kashima, University of Melbourne, Australia

Greetings to you all in the Gregorian Calendar's 2013<sup>th</sup> year, what is to be the year of the dragon by the Chinese Lunar Calendar, and after the passing of the Mayan doomsday (which some say is the dawn of a new era)! In this day and age, how to name a time is itself a vexing question. At any rate, as the government changes in East Asia (PRC, Japan, and both Korea's!), as the cliff hanger and fiscal cliff in the US continues, as turbulence continues in the eurozone, and as the volatility all the way from Libya to Syria are gripping us all, the IACCP has entered the 41<sup>st</sup> year of its existence. Confucius might not have suffered perplexities at the age of forty (as our past-President Kwok Leung reminded us), but we mere mortals would be forgiven to be all exercised in what must surely be a period of great changes in recent human history.

As you receive this Bulletin, you would have realized that a major change is taking place here as well. Its editor, Bill Gabrenya, will be stepping down, and our beloved *Bulletin* will cease to take the current paper form and evolve into a different phase of its existence. Borrowing this opportunity, I would like to express my sincere appreciation to Bill for the 18 long years of his editorship since 1995. Since its first issue in 1967, this publication has evolved into a main mechanism of communication for the members. Bill has been the prime mover behind this evolution, and at the forefront of association communication, not only editing the *Bulletin*, but also setting up the IACCP website, and keeping us up-to-date in all areas of activities of the IACCP. Thank you, Bill. Words cannot convey my feeling of appreciation and gratitude. You are a legend.

Continuing in the area of communication and publications, we have also seen the change of the editorship of our flagship journal, *Journal of Cross-Cultural Psychology*, from David Matsumoto to Debbie Best. Under Debbie's leadership, I am confident that the journal will continue to grow as the premier journal for cross-cultural psychology, and more broadly for the area of culture and psychology. Thank you, David, for your leadership and thank you, Debbie, for your continuing support of the association and the journal.

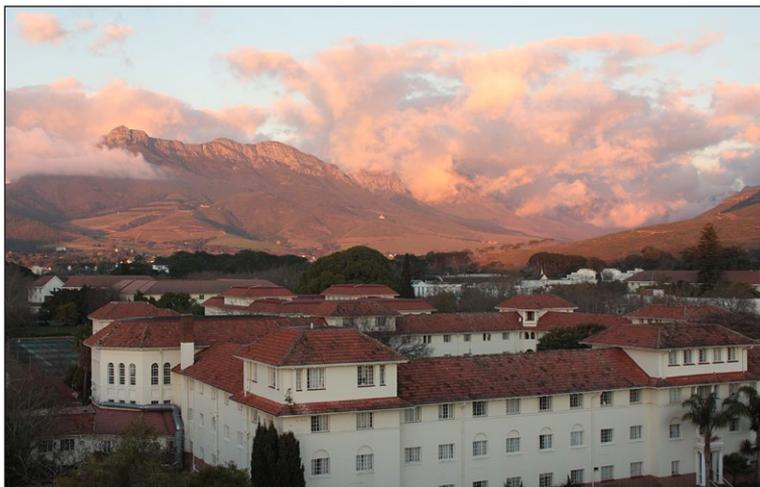
In many ways, 2012 has been a year of change. The Stellenbosch Congress in South Africa symbolized this in my mind. It will be remembered for its stimulating academic content, great organization, and well coordinated planning. Deon Meiring, University of Pretoria and Leon Jackson, North-West University, as conference organizers, and Fons van de Vijver, Tilburg University, and Erhabor Sunday Idemudia, North-West University, as chairs of the Scientific Committee have put together the landmark congress in the city that embodies South Africa's changing landscape of cross-cultural experience. This center of the Afrikaans speaking region near Cape Town provided a magnificent backdrop against which to reflect on the IACCP's forty years of achievements and contemplate on what may lie ahead as the globalized

world ironically highlights more than ever the need for cross-cultural psychology and what we may be able to contribute.

The congress saw a change of membership at the Executive Council. While Bill Gabrenya (Secretary General) and Sharon Glazer (Treasurer) continue to provide us with their unwaivering support and solid organizational structure, we farewelled Heidi Keller (Past President), Junko Tanaka-Matsumi (East Asian Regional Representative), Ron Fischer (Insular Pacific Regional Representative), and Marwan Dwairy (North Africa and Middle East Observer), and welcomed Patricia Greenfield (President Elect), Sylvia Chen (East Asian Regional Representative), Chris Sibley (Insular Pacific Regional Representative), and Deon Meiring (Central and Southern African Regional Representative). Márta Fülöp (from Deputy Secretary General to European Regional Representative) and David Sam's (from European Regional Representative to Deputy Secretary General) continuing presence, albeit in different capacities, is especially welcome and appreciated as they continue to provide us with the benefit of their wise counsel and experience. I thank them all for their willingness to contribute.

Of course, the occasion was especially memorable for me because I assumed the Presidency of the IACCP, the association which has given me the home for my academic activities as well as my personal journey across multiple cultural borders. The association and people who make it have nurtured me; I hope there are contributions I can make in return albeit in small ways. While deeply appreciative of the strengths and achievements of the association, I am keenly aware of a need for further growth of the IACCP as well as cultural perspectives in the discipline of psychology.

For these reasons, two broad goals have been set during my presidency. One is our continuing and further engagement with early career researchers. They are lifeblood of any discipline and association, and ours is no exception. We set up mechanisms to further encourage the participation of researchers of all ages with fresh perspectives and new skills. As you will see elsewhere in this Bulletin, there are two specific initiatives, in which I hope many of you will participate: Early Career Researcher Award and the establishment of student and early career researcher representatives at the Executive Council of the association. These formal mechanisms are now in place; *it is up to you to make the most of them*. As the Special Interest Group, *Next Generation*, continues to thrive under the guidance of Ron



**Panoramic peril** This is the view from the room in which the EC held its pre-conference meeting. With views like this, it is incomprehensible how anyone could get any work done at the University of Stellenbosch.

Fischer, I hope the combination of formal and informal mechanisms will provide an even more fruitful platform for the advances of cross-cultural psychology.

The other goal is a review, reflection, and planning of interassociation relationships that the IACCP has traditionally enjoyed. As many of you are aware, we have had strong links with the International Union of Psychological Science (IUPsyS) and the International Association for Applied Psychology (IAAP). Our congress has been organized as a satellite conference of either the International Congress of Psychology or the International Congress of Applied Psychology, which are organized by these associations. As we continue our tradition in conference organization, we have decided to move away from the ARTS (Advanced Research Training Seminar) arrangement, and to focus our financial and intellectual efforts on our own summer schools, workshops, and other activities. We are looking forward to further strengthening our commitment to this vital area of research training.

At the same time, we have made a self-conscious decision to lend our hand to the Regional Congress of Psychology (Kampala, Uganda; 6-9 November, 2013) that the IAAP has been actively supporting. From the perspective of our commitment to research training and promotion in a variety of regions in the world, we have decided that this is an important initiative that the IACCP should support. We hope our members of the Africa region can also engage with this event. In addition, we have also made a strategic decision to strengthen our association with the Interamerican Association of Psychology (Sociedad Interamericana de Psicología), which has a strong presence in Latin America. In response to Dr. Claudio Torres's kind invitation (he is our member and also one of the key organizers of their congress), the Executive Council has made a decision to support our delegation to their congress (Brasilia, Brazil; 15-19 July, 2013). Patricia Greenfield delivered an invited plenary address; Cristina Ferreira (South America Regional Representative) and Judith Gibbons (North American Regional Representative) have put together an invited symposium (participants include Alejandra Domínguez Espinosa (Central America, Mexico, and Caribbean Regional Representative), Claudio V. Torres, Peter Black, Ronald Fischer, Ronaldo Pilati, Taciano Milfont). We hope this delegation helped raise our profile in Central and South America.

Our 2014 Biennial Congress is being planned by Christine Roland-Lévy of Université de Reims Champagne-Ardenne. We will keep all of you abreast of the evolving plans for this Congress. I am sure we will be all looking forward to a toast of champagne! And last, but certainly not the least, we have just completed the successful 2013 Regional Conference under the leadership of our President-Elect, Patricia Greenfield. Patricia and Steven Heine (North America Regional Representative) co-chaired its Scientific Committee. We returned to North America for this conference on the beautiful campus of UCLA, Los Angeles, California. It proved to be intellectually stimulating, socially relaxed, and an "economically friendly" conference. If you were there...it was wonderful to see you all in the city of angels!!

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# Humanitarian Work Psychology:

## An Emerging Community of Practice in I-O Psychology

Ishbel McWha, Alexander E. Gloss, Jeffrey Godbout, Leo Marai, Inusah Abdul-Nasiru, Lori Foster Thompson, & Mary O'Neill Berry

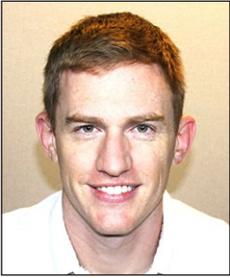
**H**umanitarian work is complicated. It can be perilous if you don't have the cultural competence necessary to navigate the differences between yourself and the individuals and communities with whom you're working. And yet such work can be so important for enhancing the welfare of individuals, organizations, communities and societies.

Organizations devoted to humanitarian outcomes exist in all corners of the world, in high and low-income settings, and across non-profit, for-profit, and governmental sectors. Such organizations are staffed by individuals from diverse cultural, professional, and socioeconomic backgrounds. They respond to a diverse set of problems, including natural disasters and manmade humanitarian crises, as well as issues like discrimination and unfair work practices. The nature and complexity of humanitarian work presents a number of issues that cross-cultural psychologists have studied at length (e.g., culture shock, inter-cultural competence). However, this nature and complexity also presents a number of work-related and human resource issues like selecting



the right people as change agents, training staff and communities in needed skills, developing and implementing performance management systems, and enhancing work motivation. These issues form important parts of the research and practice domain of industrial-organizational (I-O) psychologists.

Despite its complexity, humanitarian work is unified by a common theme of organized and deliberate promotion of well-being. It is important to emphasize that this sort of work includes more than efforts to promote human well-being in the aftermath of natural disasters and humanitarian crises. Those high-profile efforts are only a subset of a wider universe of humanitarian activities, including lobbying for decent work



Alex Gloss



Jeff Godbout



Leo Marai



Inusah Abdul-Nasiru

By demonstrating how HWP fits in the broader context of I-O psychology as well as cross-cultural psychology, we hope to encourage greater dialogue and collaboration between our respective disciplines.

for workers, advocating for fair and just remuneration policies, running corporate social responsibility initiatives, and empowering segments of an organization's workforce. While these activities are often unheralded, incremental, and not located in "extreme" or "exotic" settings, they are important forms of "humanitarian work".

This article introduces an emerging community of practice within the field of I-O psychology, known as humanitarian work psychology (HWP). We define HWP as both the application of humanitarian principles to I-O psychology work, including, for example, promotion of fair and just working conditions for all workers, as well as the application of I-O psychology principles to humanitarian work, including disaster relief, poverty reduction, and sustainable development. As part of this introduction, we profile three individuals working in this field in very different ways to provide insight into the wide scope of humanitarian activities being undertaken by I-O psy-

## The Emergence of Humanitarian Work Psychology

I-O psychology is "the scientific study of the workplace [in which the] rigor and methods of psychology are applied to issues of critical relevance to business, including talent management, coaching, assessment, selection, training, organizational development, performance, and work-life balance" (<http://www.siop.org>). Traditionally, the discipline has tended to focus its efforts on the bottom-line of for-profit organizations, which has often prioritized corporate and managerial interests over and above those of non-profit organizations and organizations in lower-income settings. Further, as with the broader field of psychology, I-O psychology's theories and constructs have largely been developed and applied in Western, well-educated, and prosperous settings, with often unsatisfactory consideration of whether they can, or should, be applied in other settings.

Despite the insufficient focus on humanitarian work and organizations within the discipline historically, countless I-O researchers and practitioners have made humanitarian work and humanitarian issues a focus of their research and practice. For example, Leftkowitz has called for a greater focus on humanistic values in I-O psychology (Leftkowitz, 2008), Frese and colleagues have studied entrepreneurship—an activity central to reducing poverty—in numerous lower-income countries (e.g., Frese, Brantjes, & Hoorn, 2002), Kanfer (1999) has worked with the United States Agency for International Development to understand health worker motivation in developing countries, and Schein (2003) has explored the work-participation of women living



Lori Foster Thompson



Mary O'Neill Berry

in urban and rural poverty in Nicaragua. Many others have focused on issues of workplace discrimination (e.g. Ruggs, Law, Cox, Roehling, Weiner, Hebl, & Barron, 2012), justice at work (e.g. Greenberg, 2007; Carr, 2004), and corporate social responsibility (e.g. Aguinis & Glavas, 2012). In addition to taking an explicit focus on humanitarian issues in research and practice, I-O psychologists have also contributed untold hours to donating their services for the greater good, for example, in aiding individuals and organizations post-Hurricane Katrina in New Orleans (Rizzuto, 2008).

The emergence of the HWP movement was an effort to connect and support I-O psychologists working on humanitarian issues, as well as to further promote the potential role I-O psychology can play in issues of humanitarian work. Building on earlier discussions, in 2010 the Global Task Force for Humanitarian Work Psychology (GTF) was established to promote and raise awareness of HWP, and produced several HWP-focused presentations, research articles, books, and even

	<b>Humanitarian Work   Psychology</b>	<b>Humanitarian   Work Psychology</b>
<b>Worker</b>	Fostering humanitarian worker well-being	Ensuring decent work for all workers
<b>Task</b>	Enabling humanitarian work for organizational goals	Meeting responsibilities toward multiple stakeholders

**A topography of humanitarian work psychology** (Note position of the pipe (|) glyph in the column header.)

in humanitarian and prosocial work, as well as identifying and promoting prosocial activities within the realm of I-O psychology. It aims to utilize the training and talents of I-O psychologists to positively impact humanitarian efforts at home (wherever home may be) and around the world.

## **Humanitarian work psychology dovetails with cross-cultural psychology and cross-cultural organizational psychology, both of which have emphasized the importance of considering variations in human development.**

special issues in psychology journals (e.g., Berry, Reichman, Klobas, MacLachlan, Hui, & Carr, 2011; Burt & Carr, 2011; Carr, MacLachlan, & Furnham, 2012; Carr, MacLachlan, Reichman, Klobas, Berry, & Furnham, 2008; Thompson et al., 2011). The GTF was an ad hoc and temporary coalition with global representation from 22 I-O psychologists from both low- and high-income countries, and in 2012 was replaced by a permanent group called the Global Organisation for Humanitarian Work Psychology (GOHWP). This group, which is a hybrid of a professional association and non-profit organization, has 105 members from 22 countries (at time of writing) and accepts membership applications from both I-O psychologists and non-I-O psychologists concerned with work, psychology, and humanitarian issues. GOHWP is focused on creating networking opportunities for those already engaged

Humanitarian work psychology dovetails with cross-cultural psychology and cross-cultural organizational psychology, both of which have emphasized the importance of considering variations in human development (e.g., measures of socioeconomic status, health, education, and physical security) alongside more traditional understandings of culture as important variables in models of human and organizational behavior. For example, in the cross-cultural organizational realm, Gelfand, Leslie and Fehr (2008) have highlighted the importance of integrating contextual realities and organizational dynamics that are salient to lower-income and less physically secure environments in order to understand human behavior at work. In addition, some humanitarian work psychologists (e.g., MacLachlan, Carr, & McAuliffe, 2010) have echoed the thinking of cross-cultural psychologists (e.g., Berry, 2011) in

their critiques of the potentially damaging effects of intercultural contact on indigenous peoples and the danger of applying Western psychological theories to non-Western environments (e.g., Marsella & Yamada, 2011).

## Profiles of Humanitarian Work Psychologists

To highlight the diversity of humanitarian work psychology, both in scope and in subject, we have chosen to profile three GOHWP members as a way to introduce their work, and our discipline, to the field of cross-cultural psychology. We start our series of profiles by introducing **Ishbel McWha**, GOHWP's Chairperson, whose current work focuses on the marginalization of employees with disabilities within the US context. We follow Ishbel's profile with that of **Leo Marai**, the past-Co-Chair of the Global Task Force for Humanitarian Work Psychology, whose

work concerns dual salaries and health/well-being in Papua New Guinea. Finally, we profile **Inusah Abdul-Nasiru**, a newcomer to the field of HWP, but someone who has been engaged in HWP-related work for many years in his home country of Ghana.

Ishbel, Leo, and Inusah were asked to provide a narrative which constitutes an overview of their current HWP-related research and projects, how they got involved in the application of I-O psychology to humanitarian work, and their opinion on the potential impact of HWP. These three individuals were purposely selected to highlight the diversity of HWP work and those engaged in it. They represent individuals engaged in work across the spectrum of HWP—from local to global issues of marginalized workers (Ishbel), dual salaries and well-being (Leo), and poverty reduction (Inusah), as well as individuals coming from a range of different contexts, specifically from a higher-income setting (Ishbel) vs. from a



**Ishbel in India** Visiting a school to meet children participating in a nutritional supplementation project.

lower-income setting (Leo) and originally from a lower-income setting but now living in a higher-income setting (Inusah).

### Ishbel McWha

In 2004, as an idealistic and bright-eyed I-O psychology graduate in New Zealand, I set off for India determined to make a difference to the world. I worked for a year with a local NGO in Jaipur, Rajasthan, the “land of the kings,” a state in the north-west of India with colorful saris, swashbuckling moustaches, and camels and elephants commonplace on the dusty streets. Though my role at this small local organization was “program officer,” I was essentially living and breathing I-O psychology in everything I did. I created job descriptions and recruited staff, I designed a website and brochure to effectively communicate the organization’s goals and activities, I undertook monitoring and evaluation of existing projects, and developed proposals for new projects focused on women’s and children’s health in rural impoverished areas of the state.

This was when I began “doing” humanitarian work psychology. Before it had a name—and before I knew that there were other I-O psychologists interested in using the tools of our discipline to help some of the world’s most needy. Since then I have met many I-O psychologists who are using their skills and knowledge to help others, for example through working with the U.S. Peace Corps in a South African township, through developing local systems to coordinate assistance offered by volunteers after the 2008 earthquake in Sichuan, China, and through advising international aid organizations about how to develop and implement fair compensation systems across multiple contexts.

My time in India began as somewhat of an adventure: while most of my friends headed to London to get a taste of life abroad, I decided to try something a little different, and India seemed to fit that bill. Little did I know this decision would have such a profound influence on the course of my career. I-O psychology had always made great intuitive sense to me – using science to make work better and more enjoyable for those who do it, while improving organizational outcomes at the same time—it’s a win-win. But when I realized that I could use my I-O skills to do this while at the same time tackling some of the world’s greatest challenges, like poverty and injustice, I knew this was the career niche for me.

After a year in India, and then another year in Cambodia training staff on program management and administration, I returned to New Zealand to work on a multidisciplinary research project that examined the impact of local-expatriate aid salary disparities on worker motivation and performance. It is not uncommon for aid workers from higher-income settings to work side-by-side with locals in developing regions of the world. Often, the expatriate workers are remunerated on the pay scale of their home country, resulting in a much higher wage than their local counterparts. Project ADDUP examined the impact of such local-expatriate salary disparities on worker motivation and performance. The research spanned six countries, and has had wide-reaching impact



**Jagatpura slum, Jaipur** Interviewing local women to inform development of a feasibility report for a project to build sanitation infrastructure.



**Leo with schoolkids** Leo visiting school children in Indonesia to gather data for a proposed research study on child development and parent income level.

both within the development sector as well as within I-O psychology. No one had empirically examined the psychological impact of salary disparities before, and by providing evidence of the negative impact of these disparities on worker outcomes like motivation, we were able to begin building a business case for pay equity and transparency within aid organizations.

Today I work as a research associate in the U.S. at Cornell University’s Employment and Disability Institute, and my focus has shifted from the international to the local context. My research now focuses on how to improve employment outcomes for individuals with disabilities, who experience much higher rates of unemployment and discrimination than individuals without disabilities. While I am still a strong advocate for the incredible contributions I-O psychologists can make on an international level addressing issues like global poverty, disaster relief, and sustainable development, I increasingly recognize the important contributions we have to make on many of these same issues within our own local settings. Issues of poverty, injustice, and marginalization are universal and any approach to address such issues must be multilevel and universal in nature. Any application of I-O psychol-

ogy to humanitarian work must recognize that such work is not confined to so-called “developing nations” but is needed all over the world.

I think the future of HWP looks bright. The momentum of this movement is truly remarkable, and it seems to be striking a chord particularly amongst the current generation of university students. What is needed now is an integration of HWP into I-O psychology curriculum and practice, so that current and future I-O psychologists rec-

ognize that our discipline covers both traditional corporate efforts as well as non-profit humanitarian efforts. Most of all, as we develop this area of I-O psychology, it is critical to ensure an equal voice for all humanitarian work psychologists around the globe.

**Leo Marai**

I am an academic and researcher in psychology at the University of Papua New Guinea. Having obtained a BA (Hons.) degree in 1991 (University of Papua New Guinea) and Master of Science in Psychology, in 2001 (Gadjah Mada University, Indonesia), I am currently completing a PhD in psychology at the University of Papua New Guinea. I am proud to call myself a third world scholar and am still trying to find a psychology that is meaningful for my country and students, as well as for myself. I began my journey studying clinical psychology, moved to social psychology in my masters training, and now concentrate on I-O psychology, with a focus on humanitarian work psychology, in my PhD research. The fluid nature of my own psychology training reflects my views in this paper, and leads to a discussion of how HWP, as an emerging sub-discipline of I-O psychology, may provide some

solutions to my mixed feelings about the study of psychology.

After studying and engaging with psychology for over 25 years in Papua New Guinea (PNG) and abroad, including in Australia and Indonesia, I began to see a critical need for the discipline of psychology to venture more into the area of development, especially humanitarian issues. Some areas of psychology have historically played a role in addressing humanitarian concerns such as poverty reduction, unemployment, social problems, and disaster relief, however, I feel that psychology can address these issues more effec-

ern countries is *struggling* to aid real problems that people face in their communities on a daily basis. Moreover, students who study psychology must be able to relate what they study to the reality of the social context in which they live; psychology must align itself with the reality of those who want to practice the discipline. The “everyday psychology” of people in such societies relates to humanitarian issues.

A good starting point to re-align psychology is to apply it to humanitarian issues. This has already begun through the newly formed Global Organisation for Humanitarian Work Psychology (described above), of which I am proud to be part. Next we need to introduce courses in HWP through which I believe students, especially in the third world or non-western countries, will begin to see that psychology has real meaning for them. Psychological concepts and theories will become more relevant and understandable because students will be able to connect these perspectives with their lived reality and solve human problems.

My experiences exemplify this view. I decided to use my psy-

chological knowledge (e.g., Marai, 2002/3) to venture into investigating humanitarian problems within the Papua New Guinea context, and in particular, the dual-salary structure that has been a part of my teaching experience at University of Papua New Guinea, where I am paid a lower salary than expatriate colleagues who are doing the same job as me. I began to question the justice of dual-salaries. This led to my involvement in a number of research projects investigating dual-salaries, including one that uncovered an inherent injustice in them (Marai, et al, 2010). At the same time, I began to undertake PhD research that will illuminate how



**Inusah in Chinderi** Drafting a proposal for research on education and development in selected districts of Volta region, Ghana.

tively through direct and indirect organizational interventions. I say this because the more traditional approaches used by clinical and other areas of psychology to address these issues in third world or non-western countries like PNG and Indonesia have not sufficiently addressed the problems at hand.

I have argued elsewhere that the field of psychology in PNG has not fared well in either research or applied domains (e.g., Marai, 1997). In order to be effective, psychology needs to *re-align* with the needs in third world and non-western contexts. I believe that the dominating nature of western psychology in many non-west-

dual-salaries affect not only the health and well-being of local workers, but also of expatriate workers. This kind of work will not only inform the scientific community about the theories, processes, and consequences of dual-salaries on the health and well-being of workers, but it will also have policy implications. Further, this research may assist faculty in their teaching, as well as in guiding students in how to apply their psychological knowledge to humanitarian and development issues.

I believe strongly and without doubt that this is the new path for psychology to progress in countries like PNG. Otherwise, psychology will remain a “jacket” for students. By this I mean that when psychology students go to the university they will put on a jacket that contains their psychological knowledge, and after returning home they will take the jacket off until their next trip to the university. This is a typical picture of students in many non-western countries. The challenge for us in HWP is to integrate psychology’s jacket into the everyday lives of our students and practitioners. I believe HWP will have an *electrifying* effect in non-western countries, as well as in developed countries, because HWP connects to problem-solving in humanitarian issues, which is of great relevance for students studying it. Students and practitioners will be able to see HWP as a *meaningful* and *humanitarian* psychology which captures not only their minds, but their hearts too!

**Inusah Abdul-Nasiru**

As an I-O psychologist, I have always wanted to work with non-governmental organizations (NGOs) that help those who are less fortunate. Perhaps this desire was due to my upbringing. I grew up in the village of Chindere in the Volta Region of Ghana. After completing middle school, I stayed at home to help my father on the farm and to take care of my sick mother until she passed away when I was 17. I lost nearly two years of school, but my father and step-mother were so determined to ensure that I would receive an education that they sent me to Accra, the capital of Ghana, to live with my uncle. This background taught me to value education, and to appreciate the power of giving a helping hand to those in need.



**GTF for HWP** First meeting of the Global Task Force for Humanitarian Work Psychology. *Front row:* Morten Eikeland (Norway), Mac MacLachlan (Ireland), Mary Berry (U.S.A.), Adrian Furnham (U.K.), Peter Baguma (Uganda), Nigel Guenole (U.K.), Carllist Tumwebaze (Ireland & Uganda). *Back row:* Stuart Carr (NZ), Jan Klobas (Italy & NZ), Sarah Glavey (Ireland), Jeff Godbout (NZ), Lori Foster Thompson (USA).

My interest in NGOs was sustained when I had the opportunity to interact with some deprived communities in the Volta Region of Ghana as one of the *district facilitators* for the Community School Alliances (CSA), which was sponsored by the United States Agency for International Development (USAID) under the Quality Improvement in Primary Schools (QUIPS) initiative. The overall objective of this initiative was to help improve primary education by building community awareness, mobilizing resources to support school infrastructural maintenance and development, generating productive linkages between the local people and district authorities, and fostering good relationships between teachers and community members through committees and community action plans. I was moved by the potential of the partnership between CSA and its stakeholders to make meaningful improvements to the welfare of these communities (Kadjebi, Asato, Ahmansu, Dapaa and Pampawie).

Working with CSA, I realized that it takes a specialized set of knowledge, skills, abilities

and other attributes (KSAOs) to be successful in such a job, especially where emotions and issues of trust are involved. My undergraduate lessons in *community psychology* provided me great insight into how to deal with these issues. In fact, my knowledge of psychology was one of the reasons I was selected to be part of the Cohort-IV district facilitators for the CSA-USAID-QUIPS project. However, I observed that there were people management issues, training and evaluation concerns, and personnel selection issues that were important to our project's success and that I was not professionally prepared to deal with. To understand how to manage these issues better, I enrolled for further studies in I-O psychology.

Eventually, I became a lecturer at the University of Ghana, teaching a wide range of psychology subjects, including I-O psychology, psychology of religion and psychology of learning. I am also at the completion stage of earning a PhD in I-O psychology at the University of Ghana. In my research, I focus on change readiness and organizational culture in private and public universities in Ghana. All public universities in Ghana are non-profit and through teaching, research, and knowledge dissemination, they help to support the Ghanaian government's plan to develop world-class human resources and capabilities aimed at meeting national development needs and global challenges.

I am a relative newcomer to humanitarian work psychology, and I was drawn to the sub-discipline because of its devotion to applying, and adapting the tools of I-O psychology to address many of the issues of national development that I have confronted in Ghana. I am convinced that I-O psychology can play a major role in enhancing community development efforts, especially in developing countries. The contributions of I-O psychology will undoubtedly also help contribute to efforts to reduce overall poverty levels and achieve some, if not all, of the United Nations' Millennium Development Goals (MDGs).

I am currently a visiting research scholar at North Carolina State University in the U.S. where I work with the IOtech4D Lab in the psychology department ([www.iotech4d.org](http://www.iotech4d.org)). This lab is devoted to research at the intersection of work, psychology, technology, and global development.

Working with the lab has been energizing, and I am hopeful that the greater application of I-O psychology to humanitarian work will help to improve the sort of interventions that development organizations like USAID are carrying out. My time in the U.S. has also taught me that by working together around the globe, we can identify strategies to more fully utilize our I-O psychology strengths and create a more well-rounded discipline.

## Conclusion: Humanitarian Work Psychology – Just “Good” I-O

Gloss and Thompson (in press) have argued that the synthesis of I-O psychology with humanitarian work is nothing more than just “good” I-O psychology. Their argument is based around three key points, which we believe epitomize the future direction of I-O psychology, as it relates to the emergence of HWP. The first of these points is that accounting for the pro-social nature of humanitarian work forces the discipline to more fully consider, and prioritize, criteria outside of financial success (e.g., empowerment and poverty reduction). This enhanced focus on non-financial criteria might help to counter what some see as an entrenched bias within I-O psychology towards managerial and corporate interests (e.g., Lefkowitz, 2008). Second, and building on the first, the centrality of humanitarian issues in lower-income countries forces the I/O field to consider, and adapt to, issues outside of WEIRD (Western, Educated, Industrialized, Rich, and Democratic)

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contexts (Henrich, Heine, & Norenzayan, 2010). Third and finally, the potent dynamics of power and politics involved in humanitarian work (see MacLachlan, et al., 2010), the vulnerability of many populations targeted for humanitarian assistance, and the challenging nature of many humanitarian situations pose many hurdles to ethical and efficacious psychological study. Overcoming these hurdles will require I-O psychologists to further develop and refine their research methods.

As humanitarian work psychology continues to grow in scope, impact, and recognition, as we believe it will, its intersection with cross-cultural psychology will become more and more apparent. Collaboration between cross-cultural psychologists and humanitarian work psychologists poses an opportunity for both fields. For cross-cultural psychology, a greater understanding of human work-behavior across and between cultural, economic, political and geographic settings can broaden and test the field's unique insights. Meanwhile, the success of HWP as a discipline rests on its ability to integrate the theories and lessons from cross-cultural psychology. Despite an exponential increase in cross-cultural research in recent years, I-O psychology has a long way to go to adopt a truly cross-cultural and global perspective (Gelfand et al, 2008). We believe HWP is paving the way for a new, more balanced era of I-O psychology, and we believe that interdisciplinary linkages are crucial for its long-term success.

Readers interested in learning more about humanitarian work psychology or the Global Organisation for Humanitarian Work Psychology are invited to visit [www.humworkpsy.org](http://www.humworkpsy.org) or email [globalhwp@gmail.com](mailto:globalhwp@gmail.com).

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## Online Discussion List

IACCP members are invited to participate in our email discussion list ("list server"). See [www.iaccp.org](http://www.iaccp.org) for instructions on how to join the list.

## 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  
 Emiko Kashima, La Trobe University, Melbourne, Australia  
 Walter Lonner (emeritus), Western Washington University, Bellingham, USA

The ORPC can be seen at: <http://scholarworks.gvsu.edu/orpc>

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**

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# Triandis Award: A Logbook on the Journey to Studying Cross-Cultural Psychology and Morality

C.-Melanie Vauclair  
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and Social Intervention  
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**B**orn in a multicultural family and with a father who used to be a sailor and told great stories about his voyages to different cultures, I was fascinated by cultural differences from a very early age. However, it should take several tacks into different directions and some critical events until I eventually ended up with a PhD on culture and morality.



## Log 1

*Date:* August 1988

*Location:* a small town in Brazil

*Crew:* my mother (from Brazil), my father (from Germany), my brother and I

*Current weather:* very cloudy

We have flown over from my home country, Germany, to Brazil to spend the whole summer vacation with my mother's family in a small town, somewhere between the states of São Paulo and Minas Gerais.

My brother and I are sitting at the back of the car while dad is driving and mum is giving directions. We are heading to the local supermarket. Sure enough, it does not take long until they are starting to have a little argument that goes somewhat like this:

*Dad:* left or right?

*Mum:* hmm... yeah... take a turn at the corner over there...

*Dad:* which corner? Left or right?

*Mum:* just drive in the direction where Zezinho lives...

*Dad:* I have no idea where we are! Just tell me, whether I should turn left or right!

*Mum:* Oh Lord! That you always have to know everything so precisely – just turn around that corner and then we'll see where we get. And don't be so angry – you're far too nervous!

*Dad:* I just asked you a simple question...

*Mum:* Well, if you don't stop it now, I'll get out of the car, right here!

This is a standard example of the kind of arguments my parents had, and still have, as a matter of fact. When I was little, I thought that my parents

just could not agree on certain things. When I was getting older, I thought they had very different personalities. Both of these things are certainly true to some extent, but it is only later, with my studies in cross-cultural psychology, that I understood that some of these arguments may also have their source in cultural differences. I could observe that my whole family in Brazil had the tendency to be much more tolerant to ambiguities than my family in Germany. Ambiguities were even embedded in common linguistic expressions, such as *mais ou menos*, meaning “more or less,” which was used constantly as a reply to virtually any question.

We spent our vacation in Brazil every three or four years, and these trips left a profound impression on my brother and me. We were exposed to many things that we did not encounter in Germany. I learned to appreciate Germany as a predictable, organized, clean and safe country, and I began to no longer take it for granted. I could see that not only culture and religion, but also poverty and inequality had an impact on some of my relatives’ values and lifestyle in Brazil. I had lots of discussions with my Brazilian cousins about topics like dating or what we wanted to do professionally one day. I felt free to do whatever I wanted and I preached this kind of “individualism.” My cousins, on the other hand, countered with family obligations, reputation, general duties and financial constraints. For instance, getting married was, for them, a means to an end of becoming more independent from their parents. We were baffled about each others’ point of view, and it was interesting to see how one and the same issue could be looked at from so different perspectives...

## Log 2

*Date:* September 2001

*Location:* A sleep lab in Guildford (UK)

*Crew:* some imprisoned research participants, my internship supervisor and me

*Current weather:* don’t know – it’s night

I am taking a blood sample through an intravenous line from one of the research participants. I feel nauseous and I can tell that the research participant does not feel much better about it. I am a research intern at the University of Guildford (UK), and I am helping at running a sleep experiment on the effects of melatonin on the



**Before the storm** Enjoying an alternative lifestyle before the big PhD “adventure.”

circadian rhythm. Participants stay for two weeks in a big-brother like home in which they are videotaped around the clock. My task is to help my supervisor run the experiment and to analyze some of the data. My experience as a technical assistant in a sleep lab in Germany, in which I worked during my undergraduate studies in psychology, comes in very handy. I know how to fix electrodes and to interpret a polysomnography, but back home I usually monitor people’s snoring and regulate a machine that presses some air through their nostrils. This internship is so much more exciting than my usual sleep lab job! Yet, something is missing...

Up to now, I had been flirting with the idea of becoming a clinical psychologist. However, I slowly realize that it is not so much the clinical research that I find really exciting. Regarding the sleep experiment, I am just thinking: How interesting would it be to study the social dynamics when locking up strangers for two weeks?! The internship meant a turning point for me: I throw

my aspirations about clinical psychology overboard. Since I meet a lot of foreign PhD students in the UK, I realize for the first time that a PhD in another country than Germany could be an exciting option for me.

### Log 3

*Date:* May 2002

*Location:* University of Regensburg (Germany)

*Crew:* just me

*Current weather:* sunny

I am studying Psychology for four years now at the University of Regensburg and I have to decide which topic to choose for my Master's thesis. I am attending a course called International Competence and also a number of seminars in social and intercultural psychology led by Prof. Alexander Thomas.

I read about the big names in the field of cross-cultural psychology, first of all Hofstede and Triandis. I am thrilled as I am learning lots of things that help me make sense of my experiences in Brazil. I eventually decide to do my masters thesis in intercultural psychology. I use Prof. Alexander Thomas' critical incident technique to identify the main cultural differences in the value orientations between Germans and Brazilians in the workplace. The research project envisages data collection with German expatriates living and working in Brazil. So, I decide to spend a trimester in São Paulo—the biggest German industrial city worldwide—and to conduct interviews with German expatriates there. A good friend of mine is hooked on the idea, too, and we decide to join efforts and not only to identify the cultural differences, but also to write an intercultural sensitizer based on our findings. We 'set the sails' and off we go to São Paulo for 8 months.

### Log 4

*Date:* September 2002

*Location:* São Paulo (Brazil)

*Crew:* my friend Susanna and me

*Current weather:* very sunny and hot

I am sitting in an office somewhere in the 20 million population city of São Paulo talking to a German expatriate. I am conducting a semi-structured interview and ask about critical incidents, i.e. unexpected behaviours that can be problematic, confusing, or even amusing, which my interviewee may have experienced when working with Brazilians. The interview was scheduled to last for about one or two hours, but I am now sitting in his office for a full four hours, and my interview partner does not seem to have exhausted his account. Moreover, he does not allow me to record the interview because of some of the sensitive issues he is talking about.



**Triandis Award Crew** Two of the runners up for the 2012 Triandis Award pose with Melanie: Diana Boer (far left) and Katja Hanke (far right). Deputy Secretary-General Márta Fülöp, chair of the award selection committee, poses with the crew. All the runners up in this photo were students of Ron Fischer; Katja Hanke was also a student of James Liu. Ron is off-camera to the left, computing a Procrustes factor rotation.

Analyzing the qualitative data was a painful, but also very insightful, process. This research taught me about the power of social expectations, how they help us make sense of our social inter-

actions, and how violating these expectations can lead to upsetting experiences. I found myself at times in-between the two cultures, understanding all so well why a particular behaviour had turned into critical incident from a German *and* Brazilian point of view. In the end, we identified seven cultural value orientations that describe the Brazilian working culture from a German point of view, among others, of course a *tolerance for ambiguity*...

We also attended some courses at the University of São Paulo (USP) in psychology and anthropology. I will never forget the atmosphere at the University: the air was politically charged; students and teachers were on strike and camping in their tents. Everything seemed very 'alternative' and easy-going—even the teaching style. I remember a young anthropology professor lecturing about the works of Claude Lévi-Strauss and Bronislaw Malinowski while sitting cross-legged on the desk... I found myself in the situation to prepare a presentation on the taboos of certain foods in different religions—a topic that was not taught at all in my psychology classes in Germany. Why was it wrong to eat shrimp in one culture, but alright in another? Was this just a social convention or a moral issue? – A fundamental question that should haunt me again during my PhD.

At the University, I met a very special person from France who should eventually become my husband. From then on my life would take new and unexpected turns...

## Log 5

*Date:* December 2004

*Location:* a small fishermen's village in the south of France

*Crew:* my husband and me

*Current weather:* cold and rainy

I have just been riding a tiny, small-wheel bike for ten kilometers against strong winds. I am climbing through the window of a first floor flat. I hurry up, since I do not want anyone in the streets to see me and call the police. I boot up the laptop and check my email. Thank God—Ron Fischer had instantly replied to my email! And he is interested in me becoming his PhD student. This is great news and I am thrilled. It turns out

that Ron would be extremely supportive and helpful for the next couple of months in terms of developing a PhD plan at Victoria University of Wellington in New Zealand.

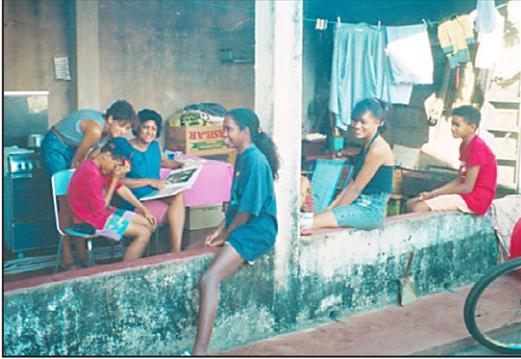
This way of checking my email would become part of my daily routine for the next few months. How did I get there? To cut the story short, after I graduated with a master's degree in psychology in Germany, I decided to live in France with my partner who had just changed his career from oceanographer to skipper (yes—it sounded like a déjà-vu to me, too!). We were living on a very tight budget, and since Fabrice had been living on a sailing boat for several years, I just "moved in." Moreover, we could just start the engine if we wanted to move to another place; and this is what we did. I developed a love-hate relationship to this kind of lifestyle. On the one hand, I loved it because we were part of a great community of sailors and people living on houseboats. There was a very strong sense of belonging within the community and a lot of social support that is difficult to find in a "normal" neighbourhood.

On the other hand, the boat was very basic (I couldn't even stand upright in it!), and the winter months seemed endlessly long. I spent my time learning French, publishing the Intercultural Sensitizer for Brazil with my friend Susanna, winning a prize for my Master's thesis, and researching possibilities for doing a doctorate in cross-cultural psychology. Since we had no internet connection on the boat, a friend was kind enough to let me use his internet at home while he was at work; the only catch was that he had only one pair of keys and no place to hide them. This is how I ended up sneaking into someone else's flat on a regular basis...

I had also contacted Harry Triandis about possibilities of doing a PhD with him, but never expected to receive a reply from someone as famous as him, who was certainly too busy to respond to a somewhat random inquiry from a student he had never met before. I have to admit that at this point, I had no idea how old Harry Triandis actually was. I did receive a very nice email from him explaining that he was already retired, but that I should contact his former colleagues. I was amazed that he replied instantly and how he dealt with my inquiry. I never would have guessed that many years afterwards

I should receive the Triandis Award for my work. Unfortunately, I have never met Harry Triandis personally, but I have a very positive and inspiring picture of him in my mind and it somehow seems to me that so many years later I have come full circle.

Melanie Vauchair



**In Brazil** Melanie (first from the left) hanging out with some members of her big family sometime in the 1980s.

### Log 6

*Date:* February 2006

*Location:* Victoria University of Wellington (New Zealand)

*Crew:* lab mates from the Centre for Applied Cross-cultural Research (CACR) and me

*Current weather:* strong winds

I am leaning/half sitting on a desk in the classroom giving my very first tutorial to 3<sup>rd</sup> year students at the University of Wellington in New Zealand. I still feel kind of jetlagged from the 40 hour flight two weeks earlier, and I am nervous about teaching students I have never seen before and whose Kiwi accent I find hard to understand. On top of this, it turns out that I am committing a terrible faux-pas! A Maori girl later complained that I was sitting on the desk and that this is taboo in Maori culture. The image of my anthropology teacher from Brazil who was sitting cross-legged on the desk pops into my mind. So, here you go: the moral power of social conventions!

Other than that, I settled in very quickly. We were a whole bunch of international PhD students who started at the same time. We became very good friends and supported each other all throughout our PhDs. I am convinced that the

CACR crew had a significant impact on my success in completing my PhD done well. There were times when I needed emotional support, e.g., when I felt lost and could not see any land on the horizon, and times when I needed instrumental support, e.g., for torturing my data with the right instruments, such as Generalized Procrustes Analysis. We were not only colleagues, but also very good friends. The CACR crew broadened my horizon in regard to other interesting topics from a cross-cultural perspective, be it music preferences, forgiveness, Hindutva, acculturation, critical thinking or discrimination...

### Log 7

*Date:* some time in 2007

*Location:* traffic lights at an intersection in Wellington

*Crew:* a Kiwi bloke and me

*Current weather:* mixed

I am standing at the traffic lights completely lost in thought about my PhD when suddenly a guy standing next to me asks:

Guy: you're alright, mate?

Me: yeah, why?

Guy: oh, you just look so sad and depressed.

Me: oh, OK, thanks...

I still do not know whether this was just a pickup line, but I somehow have the feeling I did look very depressed indeed. My PhD felt like a rollercoaster: sometimes I thought I had it all figured out and then I questioned again everything, even the topic, morality and culture, that I had chosen.

Given my qualitative background in the identification of cultural values, I took a somewhat critical stance on how cultural values were usually measured in the cross-cultural literature. What I wondered was, is it really an assessment of culture if we ask people what they find personally important in their lives and then aggregate the responses at the culture level? It seemed to me that this kind of measurement lacked something very important, namely culture as a psychological phenomenon. Culture comes with a package of prescriptions, norms and expectations and so any measurement of cultural values should

include this form of “cultural press.” I thought that assessing prescriptive values should provide an important insight into what is desirable in a culture, which is not necessarily the same as what is personally desired (or important)—a distinction that had already been pointed out by Kluckhohn and Hofstede, but had not been picked up in contemporary values research à la Schwartz.

So, my general research plan was to first scrutinize Schwartz’ cultural values and then to develop an alternative way of assessing culture that should be much better than the Schwartz approach. To my despair it turned out that Schwartz’ cultural values did not perform that badly: I could replicate Schwartz’ culture-level value structure with a cross-cultural meta-analysis on a “different, but similar” (if that makes sense) value measure (for more elaborated details, see Vauclair, Hanke, Fischer, & Fontaine, 2011). Using data from the World Value Survey, I also found that Schwartz’ cultural value higher order dimension, autonomy vs. embeddedness, predicted people’s moral attitudes in regard to personal rights and choices (e.g., abortion, divorce, and homosexuality). Luckily, I did find something entirely new in both studies. During the replication study, I found a new value type that the CACR crew baptized as the “hippie” or “tree-hugger” values. These values were all about happiness and belongingness and were endorsed more strongly in postmaterialist countries. It did make a lot of sense to me when I thought of the subculture I experienced when living on the sailing boat in a community in which people consciously derive their happiness from social relationships and not from material possessions. Another contribution was that I found evidence for both moral universalism and relativism in

my study on moral attitudes (see also Vauclair & Fischer, 2011). It seemed all too plausible to me that, from an evolutionary perspective, there is a universal code of social cooperation that makes us all condemn dishonest and unfair behaviours. My multilevel analyses revealed, indeed, that there was very little variance between countries in regard to issues that concern breaches of social cooperation and that these small differences could not be explained with any of Schwartz’ cultural values or other socio-economic predictors.

Nevertheless, I felt like I was on a sinking ship with my criticism about the limitations of Schwartz’ cultural values. My salvation came in the form of the following quote: “It is hard to assume that a change in cultural values causes a change in individual values if the change in cultural values is operationally defined as the sum of individual changes” (Roe & Ester, 1999, p. 4). Although it sounded like a brainteaser, it also seemed to make a lot of sense to me. What I needed was a measure of culture that was operationalized differently from personal values. I decided to measure prescriptive and moral values and to assess how they perform as a measure of culture. I used both quantitative and qualitative<sup>1</sup> methods and found that asking people from different cultures to rate values according to their moral relevance yielded the same moral value hierarchy as asking laypeople to freelist what they associated with a moral person. Moreover, I found that values rated as societal expectations produced greater differences between cultures and predicted individuals’ moral attitudes towards personal rights and choices (just as in my previous morality study), but only at the aggregated culture level, not at the individual level. It seemed that I had found, at last, a way of measuring culture that (1) was different from measuring personal values (and therefore avoided the problem of causal inconsistency, see quote above), (2) incorporated the “cultural press” in its measurement and (3) “worked” only as a macro-level variable.

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<sup>1</sup>I was able to collect data in eight countries thanks to the help of Prof. Allan Bernardo, Prof. Maria Cristina Ferreira, Dr. Valeschka Guerra, Prof. Klaus Helkama, Dr. Ulrich Hößler, Prof. Serdar Karabati, Prof. Astrid Podsiadlowski, Prof. Juliana Porto, Prof. Melissa Lopez Reyes, Jennie Rytönen, Prof. Moises Kirk de Carvalho Silva, and Prof. Erika Spieß.

After completing my PhD, I realized that I had embarked on an incredible journey in which I learned not only a lot of useful statistical methods, but also about the value of a supportive and collegial working environment. I owe a lot to the captain of the crew, Ron Fischer, who inspired and challenged me whenever necessary. Thanks for all your support from the very beginning (when I had to climb through a window in order to read your emails) to the very end! Thanks also to my second supervisor, Marc Wilson, who was always ready to hand over a motivational safety buoy when I felt I was drowning in work.

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## 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, 2012 and December 31, 2013). Submissions must be received by the IACCP Deputy Secretary/General by October 31 of the year before the Congress year (i.e., October 31, 2013).

### Application Procedure

Details of the application procedure are available online at [iaccp.org](http://iaccp.org).

**Deadline:** October 31, 2013

Send your application and inquiries to:  
Dr. David Sam, Deputy Secretary-General  
**David.Sam@psysp.uib.no**

# Issues of Self and Identity Processes in Intercultural Contexts: Theory and Practice

Peter Weinreich  
Ulster, Northern Ireland

Throughout the endeavour of cross-cultural psychology, issues of self and identity implicitly feature. They are often unacknowledged or presented as generally self-evident and largely unquestioned concepts, as when, for example, reference is made to “ethnic identity” when investigating migration, or “self-esteem” is presented as a “good” in relation to intercultural contacts. In practice, self and identity processes in intercultural contexts with peoples of different ethnic heritages are complex and differ according to the variety of cultural values and beliefs stemming from the ethnic origins of the communities as enacted by those in interaction. There are, of course, some common aspects in experiences of migration (e.g., finding material resources, establishing support networks, etc.). However, the processes of enculturation of initially alien elements of newly encountered segments of the wider community, when holding to internalised features of one’s childhood identity, encompass complex processes of identity development and change in contexts of biographical experiences ranging from the benign to the malign.

The purpose of this contribution is to reference the conceptual and methodological tools of Identity Structure Analysis (ISA), when wishing to elucidate and assess such complex identity processes. These may be found useful by many cross-cultural psychologists, such as those educators and practitioners represented in IACCP’s International Education Special Interest Group.

ISA is a conceptual framework that enables assessment of complex identity processes wherever issues of “self” and “identity” are paramount, ranging from clinical to societal concerns, in a manner that is culturally sensitive. It draws upon a range of extant theoretical concepts in psychology (developmental, social, and cross-cultural), sociology (symbolic interactionism) and social

anthropology (ethnography). The conceptual framework consists of both psychological concepts and process postulates, the latter concerning processes of forming identifications with people and societal agencies as well as processes of appraisal of self and others in socio-historical context. The psychological concepts are unambiguously defined and translated isomorphically into algorithms that are encompassed within the Ipeus software. Equation 1 presents an example of an algorithm. The postulates about process relate to the psychological concepts so that there are complete inter-relationships between the postulates and the concepts.

$$S = \frac{G_c \hat{R}(E_c) + G_p \hat{R}(E_p)}{G_c + G_p}$$

**Equation 1** Self-esteem algorithm.  $G_c$  and  $G_p$  are one’s ego-involvement in one’s current and past self-images, respectively.  $\hat{R}(E_i)$  are evaluations of current and past entities, defined as any feature of self and the social world that may be the subject of discourses between people in the social world.

Every project using ISA requires the generation of a customised identity instrument that represents the themes to be investigated and the societal domains of relevance to these themes, the themes and domains being sourced by way of both existing germane literature and ethnographic groundwork. Themes are presented as “bipolar constructs,” consisting of contrasting discourses that posit alternative, culturally sensitive viewpoints relevant to the theme in question (thus, for the theme “abortion,” one relevant bipolar construct is likely to be “pro-life” contrasted with “pro-choice”). Domains are given

in terms of “entities” that represent the domain in question (for example, the domain “family” would likely include the entities “mother,” “father,” “sibling,” etc.).

The Ipsesus software has a sophisticated editing procedure for entering the entities and bipolar constructs yielding a customised identity instrument in such a manner that each entity/construct combination will read grammatically in accordance with the language and dialect being used (any language is possible). The identity instrument is then available in Ipsesus for participants to appraise each entity by way of the relevant constructs in their own terms, using a simple bipolar rating scale for this appraisal process. On completion of each participant’s appraisal, results are given in terms of the ISA concepts, which are immediately available in graphical and tabulated outputs that provide evidence of the person’s underlying identity processes.

It will be evident from this brief outline that ISA departs radically from the traditional psychometric and questionnaire approaches. The statistical procedures for the construction of a traditional psychometric instrument are not used. Instead, the customised identity instrument has the themes and domains of relevance to the particular project that reflect that person’s unique appraisal in respect of these personalized concepts. The individual’s unique values and beliefs are determined, and the manner of their use to appraise the social world (as entered in the identity instrument) is ascertained. The metric feature of the identity parameters is determined by the algorithms of the ISA psychological concepts, which are entirely different from any procedures in traditional psychometrics. In ISA the qualitative aspects of identity in relation to dis-

courses and social contexts are integrated with the quantitative (metric) parameters of identity. Mathematical procedures provide for the standardisation of the parameters of identity that is based in the person’s unique value and belief system, so that metric comparisons can be made across participants even though each person subscribes to different cultural and subcultural perspectives on self and others.



**Figure 1** General process for using ISA and Ipsesus software to analyse organisational culture.

The theory and the practice of ISA are outlined in Chapters 1 and 2 of Weinreich and Saunderson (2003). A further 10 chapters demonstrate the efficacy of ISA by way of investigations ranging across a wide range of arenas. Figure 1 presents the process for application of ISA to organisational culture. 30 PhD theses that have been externally examined by specialists in the respective arenas of investigation have been awarded to postgrad researchers using ISA.

See [www.identityexploration.com](http://www.identityexploration.com) for more information.

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# Some Recollections on the Origins of the Cross-Cultural Psychology, the Bulletin and IACCP

Harry Triandis, Urbana-Champaign, Illinois USA

In 1966, Herb C. Kelman and Henri Tajfel obtained funds for a conference to be held in Ibadan, Nigeria. The purpose of the conference was to stimulate research in Africa. Psychologists from Europe and North America were brought together with social scientists from Africa. Though I got married on December 23, 1966, after a very short honeymoon I went to the conference that was held over the New Year and the first week of January 1967. Herb Kelman was at the conference, but Henri Tajfel did not come because he was already seriously ill. Those in attendance included Rugelio Diaz-Guerrero, Alastair Heron, Gustav Jahoda, Otto Kleinberg, Mundy-Castle, Doug Price-Williams, M. Brewster Smith, and many others whose names, unfortunately, I no longer remember.



During the conference the group expressed a need to have some means of communication among cross-cultural researchers. I agreed to edit a newsletter.

At that time, I had funds from the Office of Naval Research (ONR), because the Chief of Naval Operations, Admiral Zumwalt (1920-2000), wanted every sailor to become an ambassador for the United States. ONR contacted Fred Fiedler, my colleague at the University of Illinois, and asked him if he would like to have a contract to do the research needed to improve the sophistication of sailors when meeting people from other cultures. Fred put together a team consisting of Charles Osgood, Larry Stolorow and myself.

The general plan was that I would “analyze culture” using psychological methods, such as the semantic differential, then the information obtained from this analysis would be converted into training materials that would be communicated to sailors by Osgood and placed into computers by Stolorow. The sailors would become effective leaders, studied by Fiedler, and the training method would be evaluated by random assignment of sailors to a

training and no-training condition. This team generated the idea of a “culture assimilator,” first suggested by Stolorow, over a working breakfast.

After accepting to edit a newsletter, I contacted the monitor at ONR and asked if I could use funds from the contract to print and mail the newsletter. He agreed that I could do that, so the *Cross-Cultural Social Psychology Newsletter* was born. At that time there was no photocopying. We simply mimeographed the information, and it was mailed to a list of about 250 people who included the participants at the Ibadan conference and other psychologists who expressed an interest in receiving it.

My job was to learn how culture could be analyzed using psychological methods. I spent a year (1965) going around the world to identify collaborators, who would collect equivalent data in different cultures. The trip included Hawaii (where Osgood was on sabbatical), Japan (where I presented lectures, talked with Misumi and Tanaka), Hong Kong, Malaysia, Thailand, India (talked to Kupaswamy and Shanmugam), Iran, Israel (Foa), Greece (Vassiliou), Belgium, France, Germany and Italy, as well as some others. I finally found colleagues interested in the project and put together a team consisting of Yasumasa Tanaka, in Japan, A.V. Shanmugam, in India, and Vasso Vassiliou in Greece. Over the years, other people were included in the project, in the form of research assistants, data collectors, and the like.

One of the things I learned in Ibadan was that there *is* such a thing as “intellectual colonialism.” A sociologist from Tunisia spoke in the most beautiful French and pointed out that researchers go to other cultures to collect the data and publish in Europe and North America, not giving credit to any of their indigenous collaborators. I was determined to avoid this “sin.” So, when the *Analysis of Subjective Culture* was published in 1972, it included the names of Tanaka, Shanmugam, and Vasso Vassiliou, as well as George Vassiliou (Vosso’s husband) who was the organizer of the Institute of Anthropos, in Athens, Greece and a wise consultant to the project. It also included Earl E. Davis, who was my Research Associate during the

## CROSS-CULTURAL SOCIAL PSYCHOLOGY NEWSLETTER

Issue: 1  
March 1967

Editor: Harry C. Triandis  
Department of Psychology  
University of Illinois  
Urbana, Illinois 61801, USA

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.

## Editorial Policy

The NEWSLETTER will include the following kinds of information:

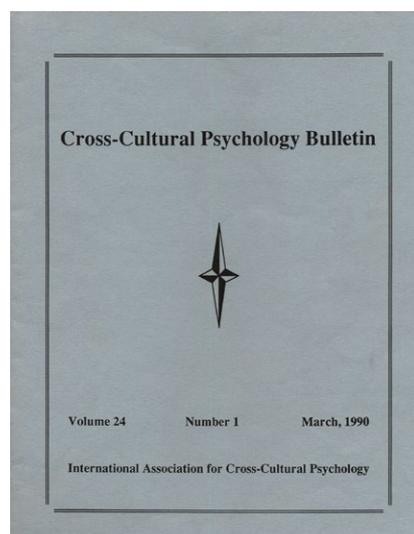
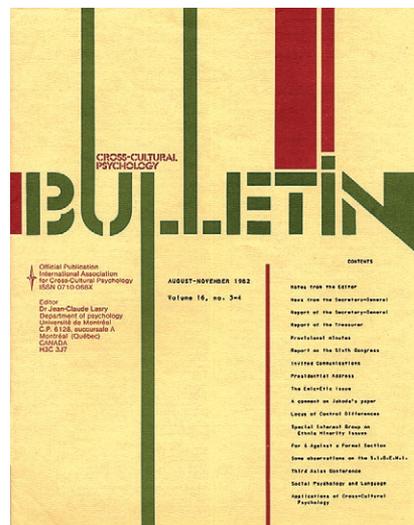
1. Travel Plans of Social Psychologists. One of the ways to reduce the isolation of social psychologists in developing countries is to make it possible for psychologists who visit these countries to present colloquia on their current research. To facilitate the scheduling of such colloquia the NEWSLETTER will inform its readers of the travel plans of social psychologists. Please submit this information in the following format:

project, three undergraduate research assistants (Keith M. Kilty, Howard McGuire, Tulsi Saral) and a graduate student who did his research with me, Kuo-Shu Yang. Of course, some of these people became quite famous. For example, Yang was Vice President of the Academia Sinica in Taiwan and one of the main contributors to the development of indigenous psychology in East Asia.

It is sad to report that at this moment Davis, Osgood, Stolurow and the two Vassilious are no longer with us. In fact, I write this at age 86; statistically I should not be here either, since life expectancy even in Japan, which has the longest expectancy, is about 83 for men.

In 1972, John Dawson organized a cross-cultural conference in Hong Kong. It was there that the International Association of Cross-cultural Psychology (IACCP) was established. Some of the old timers of the association like John Berry and Walt Lonner were there, and we persuaded Jerry Bruner to be the first President of IACCP. Gustav Jahoda and I (1996) became presidents after that.

Yasumasa Tanaka became editor of the *Newsletter* after my two-year term ended. The newly-formed IACCP soon adopted it as its means of informal communication and changed its name to the *Cross-Cultural Psychology Newsletter* and finally to its current name. The rest is history.



### IACCP

From 1st. March, 1972, the CCSPNL will also become an official publication of the International Association for Cross-Cultural Psychology, IACCP, together with the Journal of Cross-Cultural Psychology, JCCP. However both of these will still be available at the same cost to non IACCP members. IACCP membership costs:-

Incomes below \$10,000 US	-	\$14 US
Incomes above \$10,000 US	-	\$20 US
Graduate Membership	-	\$11 US

(IACCP membership is available to graduates in psychology, anthropology, psychiatry, etc., interested in Cross-Cultural Psychology. Please send applications to above address).

**IACCP becomes a science publisher** First IACCP dues listing in the *Newsletter*, 1972, Volume 6, No. 2. JCCP was created and edited by Walt Lonner, and at that time owned by Western Washington University.

EDITOR'S NOTE

The 1st IACCP International Conference held at the University of Hong Kong was attended by 150 overseas participants and 50 from Hong Kong. Letters received afterwards indicated that the Conference was highly successful in all its major aims, and represented an excellent start for the IACCP. It was agreed by the IACCP Executive Committee and confirmed at the IACCP open meeting, that IACCP International conferences will be held every two years and co-ordinated with the other two major International Psychology Conferences, the IUPS, (4 year cycle), and the Int. Ass. Appl. Psy. (2 year cycle). Thus as it was found that the 1st IACCP conference greatly benefited from the fact that it was timed immediately after the Tokyo IUPS Congress, and followed by the APA meeting in Hawaii, it was therefore decided that the IIInd IACCP International conference would be held at Queen's University, Kingston, Canada in August, 1974, immediately after the Int. Ass. Appl. Psy. society meeting in Montreal in the same month, while the IIIrd IACCP International Conference will be held in Europe, again at approximately the same time and place as the next XXIst IUPS Congress to be held in Paris in 1976. The IIInd IACCP International Conference to be held at Queen's University in Canada will be organized by Dr. John Berry.

The Abstract Proceedings of the 1st IACCP Conference in Hong Kong have now been circulated to those IACCP members who did not attend the conference, when they would have received their copy. Copies are also available for non-members at a charge including postage of \$3.00 US. In addition to these abstracts, it is also planned to publish the complete proceedings of the Conference as a book. Further details regarding date of publication, price, etc. will be published in the Newsletter as they become available. The publication of the proceedings is subsidized by the Hong Kong Government who so generously contributed to the finances of the conference. Grateful acknowledgement is also due for the financial grant obtained from the American Psychological Foundation for the initial organization of IACCP and the 1st IACCP International Conference.

It was also decided by the IACCP Executive Committee to update the Directory of Cross-Cultural Research and Researchers, and the possibility of commercial publication of the J. Cross-Cultural Psychology also was explored. Extremely useful discussions were also held during the conference in Hong Kong between the Editors of the International J. of Psychology the official publication of the IUPS, Paris, and the IACCP J. of Cross-Cultural Psychology, about co-ordinating editorial policy and reviewing, as these are the two major outlets for cross-cultural psychological research. It was also decided by the IACCP Executive Committee to apply for affiliation with the IUPS on the same basis as the Int. Ass. for Applied Psychology.

The second IACCP Executive Committee elections were also held at the IACCP open meeting at the University of Hong Kong when Prof. Gustav Jahoda was elected as the second IACCP President and Prof. Harry Triandis as Vice-President. The Immediate Past-President Prof. Jerome Bruner also gave a most stimulating conference closing address. The names of the newly elected IIInd IACCP Executive Committee are listed at the back of the Newsletter. Grateful thanks and acknowledgements are also due to those IACCP founding Executive Committee members.

**IACCP is a scientific society** John Dawson (University of Hong Kong) editor's comments in the *Newsletter*, 1972, Volume 6, No. 2, in which he relates the basic pattern that IACCP will follow for the next 40 years.

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# Cross-Cultural Psychology in the Rainbow Nation of Africa – Nurturing Diversity for Sustainable Development

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

Deon Meiring, Leon Jackson  
Erhabor Idemudia & Fons van de Vijver

This report was written just a few days after Hurricane Sandy swept through the East Coast of the United States of America, leaving behind a trail of devastation and unimaginable misery. The following day, CNN reported scenes of destruction and havoc, as well as heroic actions of New Yorkers—people trying to pick up their lives and return to work again. On the southern point of Africa, where we were gearing up for the ANC national conference in Mangaung, there was a different storm brewing that would help determine the fate of South Africans for the next five years.



The 21st International Congress of the International Association of Cross-cultural Psychology (IACCP) took place from 17 to 21 July 2012 on the Stellenbosch University campus. Stellenbosch, situated in a magnificent mountain valley 50 km from Cape Town, has charming scenery, some of the world's most famous vineyards and a rich cultural history.

The IACCP Congress was conceived in 2006 when South Africa was chosen to host the International Union of Psychological Science's 2012 International Congress of Psychology (ICP) in Cape Town. At that time, we were attending the IACCP Congress in Xi'an, China. Knowing that the ICP would come to South Africa, we proposed at the 2008 Bremen Congress EC meeting to host the IACCP 2012 Congress. Our proposal was accepted.

The planning and execution of the IACCP 2012 Congress in Stellenbosch was a labour-intensive four-year project. Five South African universities (Stellenbosch University, North-West University, University of Limpopo, University of Pretoria and University of the Western Cape) were involved, along with Paragon Conventions, an events company. The organisers put together a local organising committee (LOC) in August 2008, applied for funding from the South African National Research Foundation (NRF) and commenced with the journey to host the first-ever IACCP Congress on African soil, adopting the theme *Cross-Cultural Psychology in the Rainbow Nation of Africa – Nurturing Diversity for Sustainable Development*.

**Attendance**

Despite the economic recession, the Congress was well-attended with 517 delegates from 52 countries around the world (see Table 1). For obvious reasons, South Africa topped the delegate list, followed by the USA (47)—amazing considering the distance that Americans had to travel to South Africa. Popular rivalry between the Osnabrück group from Germany and the Tilburg group from the Netherlands filled the third and fourth “most well attended” countries.

**Pre-Conference Activities**

*PhD Winter School*

The four-day PhD Winter School kicked off on 13 July 2012 at the Stellenbosch University. It was the second IACCP school, following the PhD Summer School that took place at regional conference in Istanbul in 2011. The Winter School was sponsored by the IACCP with the Jacobs Foundation sponsoring the culture and development stream. The programme was designed to facilitate cross-cultural contact and understanding among future academic leaders and broaden their academic vision in the field of cross-cultural psychology.

**Table 1.** Attendance from 52 countries

1.	South Africa	110	14.	Hong Kong	9	27.	Taiwan	3	40.	Namibia	2
2.	USA	47	15.	Poland	9	28.	Brazil	3	41.	Portugal	2
3.	Germany	39	16.	Norway	8	29.	Bulgaria	3	42.	Romania	2
4.	Netherlands	33	17.	Switzerland	8	30.	Denmark	3	43.	Zambia	1
5.	U Kingdom	27	18.	Turkey	8	31.	Finland	3	44.	Austria	1
6.	Australia	20	19.	China	8	32.	Hungary	3	45.	Egypt	1
7.	Canada	17	20.	India	8	33.	Italy	3	46.	Lebanon	1
8.	Israel	16	21.	Singapore	5	34.	Kazakhstan	3	47.	Oman	1
9.	Indonesia	12	22.	Czech Republic	4	35.	Mexico	3	48.	Slovakia	1
10.	Russia	12	23.	Ghana	4	36.	Spain	3	49.	Slovenia	1
11.	Belgium	10	24.	Japan	4	37.	Botswana	2	50.	Sweden	1
12.	France	10	25.	Philippines	4	38.	Iran	2	51.	Zimbabwe	1
13.	Nigeria	10	26.	Saudi Arabia	4	39.	Malaysia	2	52.	Luxembourg	1

There was much excitement as 38 students met at the Metanoia Dormitory for a team-building session, followed by a memorable dinner at the Stellenbosch Hotel in the evening—good traditional Western Cape food, the best red wine in South Africa and good company till past midnight! Over the next few days, three cross-cultural research streams (Cultural, well-being & societal development, Culture & Development and Acculturation & Intercultural Relations) were presented by Ronald Ficher (organizer of the Winter School), Hiltrud Otto, David Sam and Colleen Ward. The PhD Winter School was a huge success and was a good investment in our future generation of cross-cultural psychologists.

## Workshops

On 17 July, workshops were well-attended by both the delegates and PhD Summer School students, who attended for free. The workshops were presented by some well-known and up-and-coming researchers in the field of cross-cultural psychology: Fons van de Vijver (An Introduction into Cross-Cultural Psychology), David Matsumoto (Emotion Assessment in Diverse Context—Culture, Emotion, and Expression), Amina Abubakar (Development and Adaptation of Psychological Tests and Scales for Use in Health and Education Related Fields in Resource-Constrained Settings), and Barbara Byrne (Beginner's Guide to Structural Equation Modelling: Basic Concepts and Applications). These workshops were inspirational, and delegates complimented both the content and the quality of the presenters, some saying that it had been a real learning experience.



**Winter School** Students Eva Sekwena and Leila Wardani work together on a Winter School project.

## Opening

The opening of the IACCP 2012 Congress took place during the late afternoon on 17 July in the Endler Hall of the conservatorium of Stellenbosch University. It was a perfect winter day in Stellenbosch with a maximum temperature of 20<sup>c</sup> degrees and no rain in sight. Situated in the Cape of Storms region, Stellenbosch is famous for being called the city of all seasons. To our relief, we only had one rain shower on the Thursday evening for the entire Congress—what a blessing.

The opening programme kicked off with a spectacular big bang: delegates arrived and were welcomed with an Amarula drink (African marula liqueur) and a typical African marimba band in the foyer of the Endler. The entire opening programme was designed and conducted by a master's student from the Music and Drama Department of Stellenbosch University. It included typical South African performing artists, traditional dance, praise poetry and singing, the Stellenbosch University Jazz Band, and single piano and a vocal artist. The highlight of the evening was the Young Caballeros choir that captivated the audience.

During the opening ceremony, Deon Meiring, one of the local conference organisers, announced the establishment of the Fons van de Vijver Cross-Cultural Scholarship in South Africa. Fons van de Vijver received the scholarship trophy during the opening session for his continuous and dedicated cross-cultural work over the years in South Africa.

## Scientific Programme

Our Congress theme was *Cross-Cultural Psychology in the Rainbow Nation of Africa—Nurturing Diversity for Sustain-*



**Amina Abubakar** teaches her workshop, *Development and adaptation of psychological tests and scales for use in health and education related fields in resource-constrained settings.*

*able Development.* We chose this theme, after much deliberation among the LOC members, in order to emphasize that it is imperative that we nurture our young democracy in South Africa, and that if we don't, we will not have sustainable development in the future. The Congress aimed to produce scientific collaboration and exchange of ideas among psychologists around the world. Cross-cultural psychology is not a well-established branch of science in South Africa despite the country being a multicultural society with huge diversity. The Congress also wanted to attract more attention to cross-cultural research in South Africa and stimulate psychological theories in all branches of psychology and related disciplines.



**Opening Ceremony** The Young Caballeros perform an exciting program.

Lastly, the IACCP Congress could be an important catalyst to unlocking awareness of and sensitivity for cross-cultural differences and similarities in our country and other African states in the region.

A packed scientific programme of more than 389 presentations was squeezed into ten to fourteen parallel sessions per day. Ten invited keynotes were given by distinguished scholars: Charles Newton, Colleen Ward, Colin Tredoux, Johnny Fontaine, Sheena Iyenga, Klaus Boehnke, Sig Hung Ng, Michael Ungar and Yoshihisa Kashima. Shaun Johnston from the Mandela Rhodes Foundation gave a keynote talk on “Finding the future Mandelas,” explaining the kind of work that is being done to keep the Mandela legacy alive in areas that were of special interest or concern to the past president during his active political career.

Delegates had the privilege of celebrating Nelson Mandela’s 94th birthday on 18 July, International Nelson Mandela Day, with the South African nation. Blowing out the candles on 94 cupcakes and singing “Happy birthday” to Madiba was one of the highlights of the day.

A large number of symposia—42 in total of 90 minutes each—were presented. Eleven special invited symposium speakers were asked to present some of their best work to their colleagues: Amina Abubakar, Anna Doring, Deborah Best, Hiltrud Otto, Ian Roth-



**Welcoming** At the cocktail party.

mann, Joopie van Rooyen, Lind Theron, Nicola Taylor, Silvia Xiaohua Chen, Wiliam Gabrenya and Ype Poortinga. The presidential speech was delivered on Thursday, 19 July 2012 by Kwok Leung on “The role of indigenous research in constructing universal theories.” The Walt J. Lonner Distinguished Lecture Series address by Scott Atran on “Religious and sacred imperatives in human conflict” followed. Shalom Schwartz delivered a state-of-the-art lecture on Thursday afternoon, titled “Does religion affect people’s basic values? Comparing Roman Catholics, Protestants, Eastern Orthodox, Muslims, Jews and non-religious across 33 countries.”

For the first time in IACCP history, the scientific programme also included a rapid papers session. Such a session consists of five to ten presenters using slides and poster boards. Each rapid paper presenter prepares a few slides, up to three minutes in total duration, describing the rationale, aim, method and findings of his/her study. Presentations were followed by a conventional poster session. The format seemed to work well, although the programme was challenged by a large number of no-shows.

The closing session of the Congress was held on Saturday afternoon, 21 July. In comparison with other IACCP congresses, it was well attended with more than 250 delegates present. Deon Meiring delivered a final word by giving an overview of the conference—starting with Xi’an, China, up to the end of journey and the IACCP 2012 proceedings. During the short ceremony, the IACCP, student congress helpers, and Paragon Conventions were thanked for their support.

### Social Programme

The social programme lived up to the usual high expectations of IACCP delegates when they were treated to a cheese and wine evening at the Wallenberg Centre, Stellenbosch Institute for Advanced Study (STIAS), on 18 July 2012. A number of the prestigious Stellenbosch wine farms served some of the best wines in the region that evening. Kwok Leung, president of the IACCP, hosted a party at the STIAS manor house welcoming new IACCP members with a glass of JC le



**Mandela cupcakes** Enjoying cupcakes at a party celebrating International Nelson Mandela Day. From left: Leila Wardani, Lidia Lae, Miki Tanaka.



**Welcoming newcomers** President Kwok Leung welcomes new IACCP members at the wine tasting party.

Roux champagne. New friendships were established and old relationships reinforced.

As always, the Congress dinner, held on 20 July 2012, was a highlight. Busses transported delegates to the prestigious Spier wine estate on the outskirts of Stellenbosch. In a magical setting amidst the ancient oaks and colonial splendor of the historical Spier

Manor House, Moyo, a true African restaurant, offered a unique dining experience. Delegates were treated to an Umdliva buffet dinner consisting of a selection of cuisine flavours from the continent of Africa, prepared at an outdoor kitchen using only the finest ingredients. A further highlight of the evening was the traditional IACCP disco that lasted long into the African night.



**Dinner dance** Dance party at the Congress banquet (a crucial IACCP tradition).

### Special Projects Performed in Conjunction with the Congress

Two community-based projects were initiated in local Stellenbosch townships in 2011 and launched during the Congress as one part of the legacy of the IACCP 2012 Congress: Project Flower and Project Child.

#### *Project Flower*

IACCP 2012 joined with the South African National Biodiversity Institute (SANBI) to implement the Outreach Greening or School Indigenous Greening Programme at the Sustainability Institute. This project was initiated by Prof. Michael Bond, who visited the Kirstenbosch National Botanical Garden and showed a keen interest in taking pictures of flowers. When asked about the link between flower diversity and a congress on culture, Prof Bond replied, "What comes to mind is the use of the metaphor of the diverse flower garden in the Baha'i writings to symbolise the beauty of unity across cultural groups." The aim of the project was to introduce botanical gardens to communities by providing the resources and specialised



**Hunting and gathering** Judith Gibbons, Henrik Dobewall and Kahaema Byer forage at the banquet buffet line.

knowledge to train and empower the schools and communities to plan, plant and maintain indigenous, water-wise gardens. During the Congress attendees visited the garden at the Sustainability Institute.

### Project Child

Project Child was initiated by Prof. Heidi Keller and her PhD student, Hil-trud Otto. It focused on exploring social experiences of infants in a multi-cultural setting of Kayamandi township in Stellenbosch and Khayelitsha in Cape Town. The project was a collaboration among IACCP 2012, the Department of Psychology at Stellenbosch University and Prof Keller's research team. The data gathered over the course of the project contributed to the development of a culturally-appropriate suite of early intervention programmes that will serve the interests of infants and children living in conditions of social adversity in Stellenbosch. Findings of this project were presented by a master's student of Stellenbosch University at an invited symposium titled "The cultural shaping of social experiences of infants: A collaborative enterprise—early social experiences of infants growing up in Stellenbosch and Khayelitsha."



**Why project flower?**

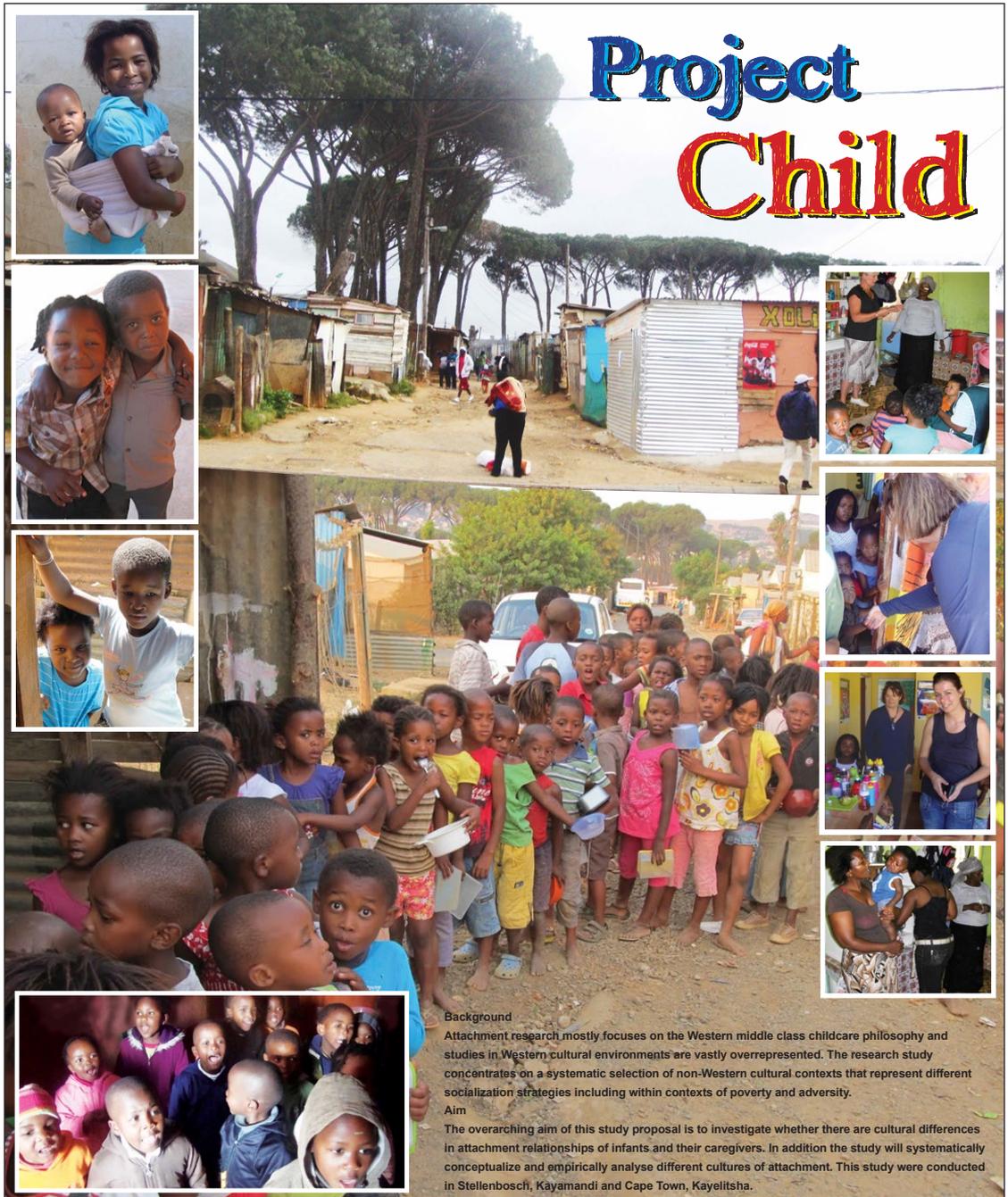
SANBI's country wide network of nine botanical gardens is a public window on the nation's rich indigenous plant life. For many South Africans, however, the battle against poverty and historical disadvantage is so great that they may never find the opportunity to visit these inspirational venues.

Project Flower is a programme that makes indigenous gardens accessible for enjoyment and education, and develops horticultural skills and environmental knowledge for community enterprise.

The program places emphasis on training and capacity building. Schools are encouraged to involve all stakeholders in the process; unemployed parents/community members in the greening process to empower them to start vegetable gardens at schools which they take full ownership of and create entrepreneurial opportunities for themselves or the school.

**Objectives**

- Establish indigenous water-wise school and community gardens.
- Encourage ecological awareness and environmental responsibility.
- Develop gardening skills to enable economic empowerment and local environmental action.
- Promote the educational value of indigenous plants and gardens.
- Develop partnerships between communities and organisations



The collage features a central image of a dirt road lined with shacks in a township, with tall trees in the background. Surrounding this are several smaller inset photos: a woman holding a baby, two young boys, a group of children, a woman interacting with children, a woman with a child, and a group of children. The title 'Project Child' is written in large, colorful, stylized letters in the top right corner.

# Project Child

**Background**

Attachment research mostly focuses on the Western middle class childcare philosophy and studies in Western cultural environments are vastly overrepresented. The research study concentrates on a systematic selection of non-Western cultural contexts that represent different socialization strategies including within contexts of poverty and adversity.

**Aim**

The overarching aim of this study proposal is to investigate whether there are cultural differences in attachment relationships of infants and their caregivers. In addition the study will systematically conceptualize and empirically analyse different cultures of attachment. This study were conducted in Stellenbosch, Kayamandi and Cape Town, Kayelitsha.

## Special Features of the IACCP Congress

For the first time, a daily newsletter was included in the Congress. The newsletter was written by a group of science and health journalists from across Africa who attend the meeting as part of an international programme to improve their reporting and writing skills. These intern journalists attended sessions at the Congress, conducted interviews with participants, and wrote news stories. The stories were published in three newsletters that were printed overnight and handed out at the Congress to delegates. The IACCP 2012 also entered into a special contract with the American Psycho-

logical Association's (APA) PsycEXTRA®, a unique database that combines bibliographic records of congress information in the behavioural and social sciences. All the IACCP 2012 Congress information was uploaded on PsycEXTRA database. Participation in the database will enhance visibility and broaden the dissemination of the IACCP 2012 Congress information.

Lastly, the IACCP 2012 Congress

recruited over 100 new IACCP members for the Association. From a financial perspective, the IACCP Congress was a success with surplus revenue being paid into the Fons van de Vijver Cross-Cultural Scholarship for disadvantaged students to expand cross-cultural studies in South Africa.



**Congress staff** Student helpers from the University of Pretoria and Stellenbosch University. From left: Lelani Borman, Suzaane Gericke, Samantha Adams, Louise Moolman.

## Call for Proposals: IACCP 2015, 2017, 2018 Conferences

Individuals, groups or societies who wish to organize a Congress (even years) or regional conference (odd years) of the IACCP are invited to submit proposals. The proposal process is outlined in the document *Requirement for conference proposals*, which can be found on the IACCP website: <http://www.iaccp.org/drupal/conferences>. IACCP prefers to hold conferences geographically near to or in coordination with the meetings of other societies whose membership interests overlap with ours. Proposals from all regions are welcome, although we are interested in a Latin American location, if possible, for 2015.

Deadlines for pre-proposals:

Regional conference 2015: November 1, 2013

Regional conference 2017: March 1, 2014

International Congress 2018: March 1, 2014

If, on the basis of your pre-proposal, you are selected to submit a proposal, a deadline will be set. Contact the IACCP Secretary-General for additional information.

# The 2011 Regional Conference of IACCP, Istanbul, Turkey

From Another Hill, June 30 to July 3, 2011

Zeynep Aycan, Istanbul, Turkey

*I looked at you from another hill, dear Istanbul!  
I know you like back of my hand, and love you dearly.  
Come, come and sit on my heart's throne as long as I live  
Just to love a district of yours is worth a whole life.*

“From another hill” is one of the most famous poems among many on Istanbul by Yahya Kemal Beyatli.

IACCP was back to the magical city of Istanbul 25 years after our 1986 Congress with new hopes for the world and for the future of our discipline. We were rejoined with old friends and excited to make the new ones.

The conference was a tribute to what cross-cultural psychology has become in the past 25 years:



**Zeynep Aycan** Closing the conference.



**Volunteers make the world go 'round** The many student volunteers. Center with flowers, black top and white pants: Dyugu Biricik (head of the organizing and scientific program administrative teams).



**PhD Workshop** Students at the opening of the workshop. Right: The three presenters, David Sam, Ron Fischer, Viv Vignoles. Ron was the principal organizer of the workshop.

a fully established field with more confident researchers. The know-how we create is used (*sometimes abused*) by other disciplines ranging from international relations to marketing. Our methods are advanced so much so that we can now scan the brain to find traces of culture! So now that we have progressed this far and built our self-confidence, perhaps it is time to delve deeper into the **complexities of culture** and get beyond reducing it to numbers and linear models (as we are all guilty of doing).

The theme of the conference was “**Istanbul, 25 years later: Self-reflections and future directions.**” Guided by this theme, we hoped that this conference would stimulate our thinking into findings ways to be more **wholistic, interdisciplinary, and scientifically mindful** in our approach to cross-cultural research. The extent to which we achieved this goal should be judged by the participants of the conference. Moving forward, we must keep talking about these themes in the future IACCP conferences: i.e., theories, methods and measures capturing the complexities of cultural and cross-cultural phenomena.

The invited speakers and workshop leaders provided us with guidance in this direction. For example, the pre-conference workshops were on



**Chien-Ru Sun** National Taiwan Zheng Zhi University, in the poster session.



using qualitative and quantitative methods in cross-cultural research (Michele Gelfand & Janetta Lun) and “scientific mindfulness” principles in cross-cultural research (Dietz, Vodosek, & Boyaciogiller). We hope that future IACCP conferences will include more workshops and presentations on similar topics.

The stimulating scientific program featured the work of 717 scholars from 62 different countries. Nearly one-fourth the conference participants were graduate students. The high rate of attendance of students and young scholars gives us hope for the future of our field and IACCP.

The highlights of the non-academic aspects of the conference seemed to be the Gala dinner and the buffet lunches. Participants thought that the Gala dinner on the cruise on Bosphorous was a “scene from the Tale of 1001 Nights.”

We are grateful to Bogazici, Dogus, Sabanci, Kultur and Halic universities for sponsoring our invited speakers. We are also grateful to IACCP Executive Committee and Koc University for providing sponsorship for the conference.

This conference wouldn't have been possible without Cigdem's dream to bring IACCP back to Istanbul and without the support of Kwok Leung, Heidi Keller, Sharon Glazer and Bill Gabrenya.



**Bosphorus dinner cruise** Dinner and dancing on the beautiful Bosphorus. Left: coolest people always in the back of the boat. Right: Dance party on deck.



## Recent Awards to Members

### Harry Triandis Wins SPSP Award

The Society for Personality and Social Psychology awarded Harry its Lifetime Contributions Award on 26 January, 2012 at the San Diego conference. From the citation: "Working tirelessly and enthusiastically, Professor Triandis pioneered the psychological study of culture. Long before others were convinced, he understood..." (see <http://www.spsp.org/?page=CareerContributAward>).



### John Berry Wins Award for Distinguished Contributions to the International Advancement of Psychology from the Canadian Psychological Association

This award is presented to CPA Members of Fellows who have made distinguished and enduring contributions to international cooperation and advancement of knowledge in psychology.



### Judith Gibbons Receives Award for Outstanding International Contribution to the Psychology of Women and Gender

Judy was awarded the 2012 Florence L. Denmark/Mary E. Reuder Award for Outstanding International Contribution to the Psychology of Women and Gender at the American Psychological Association convention, Orlando, Florida.

### Fons van de Vijver Receives American Psychological Association Award for Distinguished Contributions to the International Advancement of Psychology



"His work has influenced cross-cultural research methodology in assessing bias in cross-cultural measurement, identifying underlying constructs in testing comparisons across cultural groups, and promoting adequate test translation. His work on analytic approaches and conceptualization of acculturation and multiculturalism has led to the development of an indigenous personality scale relevant to South Africans." (From the APA website)



### Michele Gelfand Receives Major Humboldt Foundation Award, Large Honorarium

Michele received the Anneliese Maier Research Award from the Alexander von Humboldt Foundation at a ceremony in Heidelberg, Germany on 13 September, 2012. The award includes a 250,000 euro honorarium. (See <http://www.humboldt-foundation.de/web/press-release-2012-25.html>)

### Ursula Gielen Psychology Book Award

Division 52's Ursula Gielen Global Psychology Book Award was established in 2007 to recognize the author(s) or editor(s) of a recent book that makes the greatest contribution to psychology as an international discipline and profession. The recipient of this year's 2013 Award is Ervin Staub for his book *Overcoming evil: Genocide, violent conflict, and terrorism*. This book provides a broad overview of Dr. Staub's seminal life-work on the origins and prevention of genocide and violent conflict, and how to promote peace.

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# Caribbean Regional Conferences of Psychology

## Bahamas, 15-18 November, 2011

John Berry, Kingston, Ontario, Canada

The Caribbean Regional Conference of Psychology (CRCP2011) was held in the Bahamas in November 15-18, 2011. It was hosted by the Bahamas Psychological Association (BPA) under the auspices of the International Union of Psychological Science (IUPsyS), International Association of Applied Psychology (IAAP), and the International Association for Cross-Cultural Psychology (IACCP).

The conference addressed issues of paramount importance to the Caribbean community of psychologists as they strive to attend to local needs, and at the same time to connect with the global community of psychologists. The theme of the conference was “Psychological science and well-being: Building bridges for tomorrow.”

The conference was attended by over 350 persons, including about 100 students, who came from 37 countries. A total of 20 Nations/territories in the Caribbean were represented (Anguilla, Bahamas, Barbados, Bermuda, Cuba, Dominica, French Guyana, Grenada, Guadeloupe, Guyana, Haiti, Jamaica, Martinique, Puerto Rico, St. Lucia, St. Maarten, Suriname, Trinidad & Tobago, Turks & Caicos Islands, U.S. Virgin Islands). Other participants came from the Americas, overseas, and included the representatives of the sponsoring organisations.

Overall, there were 12 plenary presentations, 24 paper sessions with 105 papers, 17 poster sessions with 100 posters, 19 roundtables, and numerous networking meetings, capacity-building and pre-conference workshops, community outreach activities (including public lectures), as well as social and cultural events.

Because the goal of the conference was to engage as many Caribbean psychologists as possible and to enhance psychology within the region, the choice was made to have a small number of parallel sessions so that audience size allows more of a shared experience. In addition, the invited speakers were asked to speak for 10 minutes as one of four in a panel



*Berry: CRCP2011 56 ►*

# Georgas Named Honorary Fellow at Stellenbosch Congress

## Citation

James (Dimitris) Georgas has made a distinguished contribution to the field of Cross-Cultural Psychology over the past three decades. After completing his bachelors and masters degrees at Purdue University, he achieved his doctorate at Loyola University, Chicago in 1964. In the same year, he took up his first academic position in Greece, the land of his ancestors. Aside from one two-year return to the U.S., he has held academic appointments in Greece ever since, working first at Deree-Pierce College, then at the University of Crete. In 1981 he was appointed full Professor of Social Psychology at the University of Athens. He was a key figure in the early development of the psychology department in Athens and has been a supportive mentor to many Greek psychologists. He is now Professor Emeritus.

Professor Georgas's contributions to cross-cultural psychology fall into four sections. Firstly, he has worked tirelessly to ensure that the Greek culture is fully involved and represented within the cross-national research community, both by participating in collaborative projects and by editing and translating the first available textbook of cross-cultural psychology into Greek. Secondly, he has completed distinguished cross-cultural research in the fields of psychometrics, acculturation and family studies, publishing in all more than 130 journal articles and book chapters. His study of acculturation by migrant Greeks was one of very few to include a control group of those who did not migrate. The 30-nation comparative study of family relations for which he was first author is the preeminent study in its field, and the book describing its results, *Families across cultures: A 30-nation psychological study* (Cambridge UP), was awarded the Ursula Gielen prize by the International Division of the American Psychological Association in 2007. Thirdly, as a member of the Boards of Directors of the International Association of Applied Psychology and of the International Union of Psychological Science, he has been a doughty defender of the interests of our association, for instance in relation to the initiation and survival of projects relating to cross-cultural research skill development. Finally, he served as European regional representative to our Executive Council from 1994-1996, and as Secretary-General of our Asso-



Photo: MH Bond

**Honorary Fellow** James Georgas upon receiving the Honorary Fellow citation from Awards Committee Chair Heidi Keller.

ciation from 1996 to 2000. He was Honorary President of our highly successful conference in Spetses in 2006, and then served as our president from 2006-2008. He is a worthy recipient of an Honorary Fellowship of the International Association for Cross-Cultural Psychology.

*Citation written by Peter Smith*

## Honorary Fellows of IACCP

John W. Berry	Walter J. Lonner
Deborah L. Best	Ruth H. Munroe
Michael H. Bond	Charles E. Osgood
Jerome Bruner	Janak Pandey
John L. M. Dawson	Ype Poortinga
James Georgas	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

## Flamingo Printing & the IACCP Design Shop

The *Bulletin* has been printed at the same local print shop in Melbourne, Florida for 18 years. Now owned by Stacey Norman and his wife Lisa, the shop staff has patiently taught me over the years how printing works, why printing is not like photocopying, and endless details about offset presses, plates, spreads, stock, halftones, duotones, spot colors, coatings, varnish, gutters, imposition, binding, trimming, creep, bleed, registration, dot gain, grayscale, sharpening, adjustments in Photoshop, how a computer monitor is different than a printing press, and some other stuff I forgot. Thanks!



It was my brother, Mark (right in photo), who informed me about fonts, leading, kerning, keylines, pullquotes, rules, glyphs, drop caps, rasterizing, strokes, and faking almost everything in Photoshop. My son, Will (left), has contributed to cover designs and our website.



The Flamingo is not the state bird of Florida (it is the Northern Mockingbird), although it is an iconic symbol of the state (as well as an invasive species). Placing a ceramic or plastic Flamingo on one's front lawn is considered low class, and I have stopped doing it.

# Report of the Advanced Research and Training Seminars (ARTS) 2012 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. 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. Originally an independent organization, ARTS has been 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) since 2009. The IACCP Executive Committee voted in 2012 to withdraw from the consortium and to organize its own trainings and workshops.

This report is based on excerpts from the official ARTS report prepared by the ARTS Coordinating Committee chaired by Nick Hammond.

ARTS was funded in 2012 by the three members of the consortium, the Association for Psychological Science, national societies of Canada, Germany, Japan, UK and USA, and the IUPsyS Emerging Psychologists Programme. The seminars took place in July 2012 at the Wallenburg Conference Centre at the Stellenbosch Institute for Advanced Study.

The ARTS program normally offers three seminars, selected to cover both basic methods and important research topics. For 2012:

*ARTS Seminar #1: Coping with the Strains of Globalization: Culturally Appropriate Methods for Research on Health and Wellbeing.* Dr Sonia Suchday (Yeshiva University, US) and Dr Oscar Barbarin (Tulane University, US)

*ARTS Seminar #2: Analyses of Psychological Data with R.* Professor Reinhold Kliegl (University of Potsdam, Germany)

*ARTS Seminar #3: Research as Praxis: Action and Theory-Making and Application in Community Psychology Research.* Professor Mohamed Seedat (University of South Africa) and Professor Sandy Lazarus (MRC-UNISA Safety and Peace Promotion Research Unit, South Africa)

Applications were received by over 180 individuals, mostly for Seminar #1. 45 applicants were offered ARTS places. Their countries of origin are: Sub-Saharan Africa (14); East Asia and Pacific (8); E Europe and Central Asia (8); S Asia (7); Latin America and Caribbean (4); Middle East and N Africa (1); Australasia (1); W Europe (1); N America (1).



Photo: IUPsyS

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# Minutes of the 2012 General Meeting of the IACCP

Stellenbosch, South Africa  
July 19, 2012

The meeting was held in the Conservatorium of the University of Stellenbosch. The meeting came to order at 4:30pm.

President of IACCP, Kwok Leung, opened the meeting. Sharon Glazer sent a sign-up sheet around the auditorium to recruit members for three ad hoc committees (communications; early career awards; youth group) and the scientific committee for the 2014 Reims Congress.

## Secretary-General's Report

Bill Gabrenya presented the Secretary-General's report.

## Constitution Revision

Bill briefly reviewed the history and purpose of the 2011 Constitution. The previous revision of the Constitution was carried out under the guidance of Daphne Keats in 1992. The new Constitution includes significant changes: highly detailed procedures for organizational activities, in particular, elections; checks and balances on all positions, includ-

ing articles indicating that officers, regional representatives, and editors serve under the oversight of the Executive Council, which may remove them; procedures for removal of officers; highly delineated responsibilities of publication editors; editorial transition procedures; and the provision for the creation of Special Interest Groups (SIGs). The 2011 Constitution was approved by an Internet vote of the Association in late 2011.

## Special Interest Groups

Articles of the new Constitution related to SIGs were shown in a PowerPoint slide, and some details were given, including the administrative structure of SIGs, dues for joining a SIG, and the privileges of SIGs within the Association. As of July, 2012, one SIG has been approved and has reached its mandatory minimum size, the International Education SIG led by Bill Gabrenya, and another has begun the approval process, the Next Generation youth group, led by Ron Fischer.

Actions taken by the EC during its July 16 meeting in Stellenbosch were reviewed.

## Conferences

The location of the 2015 Regional Conference has not yet been decided, but several EC members are exploring locations in Latin America. The 2016 Congress location has not been decided, but if the Association follows the 2016 International Congress of Psychology (IUPsyS), which will be held in Yokohama, Japan, an East Asia location would be most convenient.

## 2012 Election Results

### Officers:

President Elect:	Patricia Greenfield (USA)
Secretary-General	William Gabrenya (USA)
Deputy Secretary-General:	David Lackland Sam (Norway)
Treasurer*	Sharon Glazer (USA)
Publications & Commun Chair*	Fons van de Vijver

### Regional Representatives:

East Asia:	Sylvia Xiaohua Chen (Hong Kong)
Europe:	Márta Fülöp (Hungary)
Insular Pacific:	Chris Sibley (New Zealand)
North America/USA:	Judith Gibbons (USA)
Central/Southern Africa:	Deon Meiring (South Africa)

(no elections in remaining regions in 2012)

\*appointed positions

## PhD Winter School

The EC was highly pleased with the outcome of the 2012 Winter School, organized by Ron Fischer, and recognizes the great amount of work required by the organizer and the Association, as well as the high costs of the school. (See separate report on the Winter School in this issue.) Therefore, it was decided to only hold the Winter/Summer school before Congresses, i.e., on even numbered years. Following the 2012 Winter School, the processes employed for this school will be reviewed with the goal of improving efficiency for the 2014 Summer School.

## Advanced Research and Training Seminar Program

The EC decided to discontinue the Association's participation in the Advanced Research and Training Seminar (ARTS) program. Beginning in 2010, ARTS has been organized through a triumvirate of associations led by the International Union of Psychological Science (IUPsyS), with the participation of IACCP and the International Association for Applied Psychology (IAAP). After several years of discussion, the EC has concluded that the ARTS program has been conducted in a manner that does not meet IACCP's needs. As a result, the

### 2012 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%

3. Would you like to receive JCCP electronically or printed?

Electronically	22%	Printed	78%
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The results for items 1 and 2 were highly similar to previous polls (see 2011 *Bulletin*).



**Greetings, Exhausted One** Congress transportation booth at Cape Town airport.

EC has decided to reallocate its resources from ARTS to the Summer/Winter Schools and preconference workshops.

### Early Career Award

The EC approved the creation of an early career award, to complement the existing Triandis Award (for dissertations) and Honorary Fellow status (for senior members). An ad hoc committee is being formed to develop the award with the goal of presenting the first one at the 2014 Congress in Reims, France.

### Istanbul Regional Conference

Bill noted the successful 2011 Istanbul Regional Conference, organized by Zeynep Aycan, with Cigdem Kagitcibasi as honorary chair. He displayed photos from the conference scientific program and the dinner cruise. He presented the program and teachers of the

preconference PhD Regional Summer School. The school was organized by Ron Fischer and included three topical streams: Acculturation and Intercultural Relations, taught by David Sam of Bergen University, Norway; Self and Identity Across Cultures, taught by Viv Vignoles, Sussex University, UK; and Applied Cross-Cultural Psychology, taught by Ron Fischer, Victoria University of Wellington, New Zealand. He showed photos of each of the streams and teachers.

## Election Results

Bill presented the results of the 2012 election. The election was held in March, 2012. 261 members voted, 43% of eligible voters, compared to a 40% turnout in 2010. Regions evidenced large differences in voting rates, from 33% in the Middle East and North Africa region to 86% in Mexico and Central America. Patricia Greenfield of the University of California-Los Angeles has been elected to the President-Elect position. (See separate report



Photo: Michael Bond

**Mr. Natural** Incoming president and Congress organizer, Yoshi Kashima, at the Congress opening ceremony.

on the election in this issue.)

Some informal survey items are included on each election ballot to track member opinions that may be interesting to observers of the field. Three questions were included in 2012: specialty self-identification (cross-cultural vs. cultural psychology); methodological preferences (quantitative vs. qualitative research); and interest in receiving JCCP electronically rather than as a printed journal. See the accompanying table for results.

Kwok thanked each of the outgoing members of the Executive Council for their service to the Association.

## Treasurer's Report

Sharon Glazer presented her Treasurer's Report for fiscal years 2010 and 2011, from June 1, 2010 to May 31, 2012. (A complete Treasurer's Report appears elsewhere in this issue.) She reported that the finances of the Association are stable. The Association's total equity is US\$257,954, \$20,495 of which is in a certificate of deposit dedicated to supporting the Triandis Award. As of June, 2012 we have 763 members in good standing, compared to 642 in June 2010 and 644 in July 2008. The largest region is Europe, with 278 members (Germany: 66; UK: 43), followed by North America with 224 members (USA: 176; Canada: 48). Dues are being collected primarily online, although a follow-up postal dues collection was successful in 2012. Altogether, \$76,301 was collected in dues over the two fiscal years, plus about \$1700 in donations for the Triandis Award and the Witkin-Okonji Travel Award. About \$8000 has been spent on the two awards over this period. Sage JCCP royalties for calendar year 2011 were \$57,070.

The 2010 Congress and the 2011 regional conference were unusually expensive for the Association, requiring \$18,511 and \$20,957 in various kinds of support, respectively. Publication expenses over the two fiscal years were \$46,845, most of which was for JCCP member subscriptions and support for JCCP editorial functions. However, Sage stopped charging the Association for member subscriptions in January, 2011, so this number will go down. The Cross-Cultural Psychology Bulletin, the Online

Readings in Psychology and Culture, and the Association's internet functions also incurred some expenses over this period. Total anticipated costs for fiscal year 2012 (June 1, 2012 to May 31, 2013) are about \$70,000.

## Communication and Publications Committee Report

Fons van de Vijver presented part of the CPC report.

### Journal of Cross-Cultural Psychology

Effective July 2012, the editor of JCCP is Deborah Best of Wake Forest University, replacing David Matsumoto. Fons thanked David for his excellent tenure as editor. Decision time for first-time submitted manuscripts has gone down to 120 days or fewer for the great majority of papers. The Journal received 350 submissions in 2011. Its impact factor has been stable for several years in the 1.4-1.6 range. Members may access JCCP electronically by logging into [iaccp.org](http://iaccp.org).

### Online Readings in Psychology and Culture

The *Online Readings in Psychology and Culture* (ORPC) now has a formal editor, Wolfgang Friedlmeier of Grand Valley State University, and an editorial board, following Bill's 2008-2010 term as acting editor. ORPC has been moved from a subdomain on the IACCP website to a ScholarWorks website administered through the new editor's university library. Several new chapters have been added



**Cecilia Fon** From the University of Buea, site of the 2009 regional conference: "Psychological distractions & adolescent's academic achievement."

in addition to revisions of existing chapters. Full text downloads of chapters range from 2000 to 8000 per month, many of which are from non-English speaking countries. Fons urged members to submit chapters through the ORPC/ScholarWorks online submission system. ORPC is at: <http://scholarworks.gvsu.edu/orpc>

### Cross-Cultural Psychology Bulletin

The CPC and EC discussed the future of the *Cross-Cultural Psychology Bulletin* during

## Special Interest Groups

The new IACCP Constitution provides for the formation of special interest groups (SIGs) to accommodate particular communities of interest in the Association. SIGs can collect dues and are allotted sessions at conferences. Two SIGs have been formed thus far: International Education and Next Generation.

International Education SIG: <http://www.iaccp.org/drupal/InternationalEducation>.

Next Generation SIG: <http://www.iaccp.org/drupal/NextGeneration>

their meetings prior to the beginning of the Congress. After 17 years, Bill Gabrenya would like to step down as editor, and he has submitted a set of ideas concerning how the Bulletin can be changed in the future, probably using electronic rather than print media, and incorporating elements of social media in order to produce more timely reporting. A subcommittee of the EC will be formed to discuss its future. The next issue will be published later this year. The *Bulletin* is available as open access on [iaccp.org](http://iaccp.org).

## Internet Report

Bill presented the second part of the CPC report. The IACCP website was redeveloped from the ground up in late 2010 using new open source content management system (CMS) technology in order to facilitate more member-only resources, increase security, and utilize technology that would allow a professional web development company to assume maintenance in case Bill can no longer do so. A new app-based backend system was developed to interact with the CMS system to give the Treasurer's office easy access to member information, dues records, distribution systems for JCCP and the Bulletin, and controlled access to the main website.

The IACCP discussion list has about 330 members but is currently not very active. A Facebook page and a Twitter account have also been created.

## 2013: (Belated) Invitation to Los Angeles, USA

Steve Heine, chair of the scientific committee for the 2011 regional conference, presented some information about the conference and invited members to attend. The conference will be held 21-22 June at the University of California-Los Angeles, USA. Workshops will be conducted before the conference, and a welcome party is scheduled for the evening prior to the June 21 opening.



**Scott Atran** Delivers the Lonner Lecture: "Religious and sacred imperatives in human conflict."

## 2014: Invitation to Reims, France

Christine Roland-Lévy, University of Reims, is chair of the 2014 IACCP Congress. She invited members to attend the Congress in Reims, France, to be held 15-19 July, 2014. Christine gave a PowerPoint presentation with information about the city and the meeting venue. An umbrella organization of the two main French national psychology societies has been formed to host our Congress and the International Congress of Applied Psychology (Paris, 8-13 July). A professional conference organizer, MCI, will assist in organizing both conferences. The IACCP conference will be preceded by a PhD Summer School and workshops. Reims, like Stellenbosch, is noted for its vineyards and wineries. The website for the Congress is: [www.iaccp2014.com](http://www.iaccp2014.com).

## The Handover

With the completion of the General Meeting business, President Kwok Leung officially turned over the presidency of IACCP to the President-Elect, Yoshi Kashima. Yoshi expressed his thanks to Kwok for his excellent, hard work as President from 2010 to 2012, greeted the Association, and bid members farewell until 2013.

*Respectfully submitted, William Gabrenya,  
Secretary-General*

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# Report of the Treasurer

Sharon Glazer, Baltimore, Maryland, USA

In July 2008, I began my four-year term as Treasurer of the IACCP, after having served as Associate Treasurer for nine months (beginning October 2007). Upon the request of the President, I will continue as Treasurer of the IACCP for an additional four-year term, ending 2016. Since August 2010, the office of the Treasurer has been in Maryland. The remainder of the report provides information that details the financial status of the organization operations of the Treasurer's office during the 2010 and 2011 Fiscal Years (FY10 and FY11): June 1, 2010 through to May 31, 2012.

## State of the Organization

At this time, I am very happy to declare that the financial state of the organization is strong, membership has grown, and our outreach around the globe is wider than before.

## Overview

During the last two FYs, the resources of the Association, as well as membership, have grown steadily. The current total equity of the association is \$257,954, of which \$10,887 is in our PayPal account and \$20,495 is in a CD dedicated for the Pola and Harry Triandis fund. This total is about \$85,000 more than what we had two years ago, owing mainly to increased membership and changes to our agreement with Sage Publications, with much gratitude to the efforts of our Past President and Past Chair of the Communications and Publications Committee, Prof. Peter Smith. Although donations to the Triandis fund and Witkin/Okonji Memorial Fund were small during these two FYs (\$817 and \$858, respectively), these donations are a slight increase from the last congress report (by ~\$140 and \$500, respectively). With respect to membership, the total number of paid members is higher than two years ago and the number of probation-



ary members (i.e., members whose dues are in arrears one or two years) has decreased since two years ago.

## 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 (i.e., dues were in arrears one or two years). In 2010, the IACCP consisted of 991 active and probationary members from 78 countries, of which 642 were in good standing and 349 were probationary members. Today, the IACCP consists of 1,047 active and probationary members from 71 countries. Of these members, 763 are in good standing and 284 are probationary members. There are 176 active members in the United States (11 more than in 2010) and in Europe we have 278 active members (84 more than in 2010) with the largest contingencies in Ger-

many (66; 11 more than 2010) and the United Kingdom (43; 20 more than in 2010). There are currently 48 active members in Canada (7 more than in 2010), 44 in Australia and New Zealand (15 fewer than in 2010), and 21 active members in Central and South America (7 more than in 2010). See Table 2 for a further breakdown of members and country of origin.

Over the past year (particularly starting around February, 2012 upon notice of acceptance of submissions to IACCP Congress in Stellenbosch, South Africa), membership increased considerably. The overall number of paid members has increased by 121 members, a near 16% increase since the Congress in Melbourne, 2010. In February and March of 2012, we mailed dues reminders to those members who have expired since 2008. Of the 661 letters sent out, 58 envelopes were returned do to incorrect addresses. These members were contacted subsequently via email. Of the 58 members we contacted by email, 25 did not respond, 23 responded with a correct mailing address, 6 emails bounced back, and 4 members did not have email addresses. We continue the practice of sending out reminders through postal mail and email in order to bring these probationary members back into good standing. We continue to receive returned envelopes, indicating that

**Table 1.** Trends in membership over ten years

Year	Total	Paid	Probationary
2012	1047	763	284
2010	991	642	349
2008	922	644	278
2006	903	531	372
2004	837	525	312
2002	849	588	261

some members have relocated.

To examine trends over time, we compiled information regarding membership since 2002 (see Table 1). The number of probationary members decreased by 65 members since 2010. It is worth noting that there was a trend for a rush in membership applications just a few weeks prior to the end of early bird conference registration (between March 1 and May 31, 2012) as conference rates were considerably lower for IACCP members. A total of 160 *online* payments were processed during that period.

**Table 2.** Region and country membership

Region	Total Active (N of nations)	Country 1	Country 2	Country 3
Europe	278 (32)	Germany= 66	UK= 43	Netherlands= 35
North America	224 (2)	USA= 176	Canada= 48	-
South America	13 (3)	Brazil= 8	Chile= 3	Colombia= 2
Mexico	8 (4)	Mexico= 5	Bahamas= 1	Costa Rica= 1
Pacific	46 (4)	Australia= 35	New Zealand= 9	Fiji= 1
North Africa	23 (7)	Israel= 15	Iran= 2	Lebanon= 2
South Africa	68 (9)	S. Africa= 25	Cameroon= 17	Nigeria= 17
East Asia	56 (7)	Japan= 32	China= 9	Taiwan= 7
South Asia	26 (3)	India= 21	Kazakhstan= 4	Pakistan= 1
Southeast Asia	28 (5)	Indonesia= 15	Singapore= 6	Malaysia= 4

*Note.* All monetary values in this and subsequent tables are in U.S. Dollars.

**Table 3.** Online Payments June 1st 2010 to May 31st 2012

<b>Payment Method</b>	<b>Number of Payments</b>	<b>Amount</b>
PayPal	92	5,750
YourPay	895	65,665
<b>Total Online Payments</b>	<b>987</b>	<b>71,415</b>

### Payment Method

Online payment options began January 27, 2008 via a vis PayPal. Because numerous members were unable to complete payment through PayPal, we introduced a merchant service associated with Bank of America, YourPay, in May 2010. However, even this system did not permit some members to complete payments. Members unable to complete payments via YourPay have been instructed to attempt it through PayPal. Together, online payments accounted for over 89.9% of dues paid.

### Financial Statements

Tables 4 and 5 present our Income and Expenses.

### Funds, Awards, & Contributions

The Association received a total of \$76,310 in dues, sponsorships, donations, and membership to a Special Interest Group (SIG) since June 1, 2010. IACCP has been fortunate to be able to contribute a total of \$48,448 during this same period. Of the contributions, \$4,078 supported the 2010 congress in Melbourne, \$17,269 supported the 2011 regional conference in Istanbul, and \$5,000 is supporting this congress (in Stellenbosch). Over \$6,100 was used to support 5 Witkin/Okonji awardees and 2 Triandis Dissertation awardees (one in 2010 for \$500 and the others this year, amounting to \$1,500. IACCP also gives up to 18 months of free membership to Triandis Dissertation award recipients. IACCP donated \$1000 to support the Bahamas Psychological Association and \$1000 to support the Culture Psychology Preconference workshop of the

Society for Personality and Social Psychology convention (\$500 for each of 2011 and 2012).

### Publications

Of the total publications expenses (\$48,839) for the period, subscriptions to the *Journal of Cross-Cultural Psychology* (~23%) comprise the major portion. Nearly 62% supported the office of the Editor (\$28,000) and Editor travel (\$2,243). The *Cross-Cultural Psychology Bulletin* expenses are about \$1,500 for the Editor's Assistant. IACCP also receives royalties from Sage. In April 2011, IACCP received \$51,582 from Sage, and in April 2012, IACCP received \$57,070.

### Tax Status

We continue to maintain our IRS 501(c)3 tax-exempt (non-profit) status due to regular yearly October filings of Form 990. IACCP's U.S. Employer Identification (or Tax ID) Number is: 26-1879596. Contributions to the organization are tax-deductible for the U.S. taxpayers.

### Anticipated Expenses

This upcoming FY year we already can anticipate spending an additional \$69,960.

**Table 4.** Income: June 1, 2010 - May 31, 2012

<b>Donations</b>	
Triandis Fund Donations	817
Witkin Okonji Fund Donations	858
Sponsorship	1,040
<b>Total Donations</b>	<b>2,715</b>
<b>Bank Interest</b>	
IACCP Checking	455
IACCP Savings	8
Triandis CD <sup>a</sup>	170
<b>Total Interest</b>	<b>633</b>
<b>Total Membership Dues<sup>b</sup></b>	<b>\$76,310</b>
Sage Royalties	\$108,652
<b>Total Income</b>	<b>\$188,310</b>

<sup>a</sup>This account was opened in January 2009

<sup>b</sup>Includes SIG dues (23 x \$5)

**Table 5.** Expenses: June 1, 2010 - May 31, 2012

<b>Awards and Contributions*</b>	
Triandis Award 2012	1,500
Triandis Award 2010	500
Witkin Okonji Awards 2010	6,105
Bahamas Psychological Assn	1,000
SPSP Culture Psychology Precon- ference	1,000
<b>Total Awards and Donations</b>	<b>10,105</b>
<b>Conference-Related Charges</b>	
Editor, Officers, Keynote travel	17,834
IACCP Congress Stellenbosch	5,000
IACCP Regional Istanbul	20,957
IACCP Congress Melbourne	4,078
<b>Total Conference-Related Charges</b>	<b>47,869</b>
<b>Bank Charges</b>	
Credit Card Debit Fees	1,750
Wire Fees	578
Reimburse overpaid dues	30
<b>Total Bank Charges</b>	<b>2,358</b>
<b>Publication Expenses</b>	
JCCP Subscriptions	11,396
JCCP Editor (taxable income)	28,000
Associate Editors	1,688
Bulletin	4,012
ORPC Asst. to Editor	1,500
<b>Total Publication Charges</b>	<b>46,596</b>
<b>IACCP Office Expenses</b>	
Vendors (accountant, insurance)	6,379
Treasurer's Assistant	4,593
Misc Expenses (software, books, supplies, internet)	1,071
<b>Total Office Expenses</b>	<b>\$7,450</b>
<b>Total Expenses</b>	<b>118,971</b>
<b>NET Income</b>	<b>69,339</b>

## Assistant to the Treasurer

From January 2010 to February 2011, Emalynn Robinson, a graduate student in the industrial/organizational psychology masters program at San Jose State University, served as the Assistant to the Treasurer. She provided an outstanding service and aided greatly in the transition of the Treasurer's office from California to Maryland. In February 2011, Katherine (Katie) Lewis, an undergraduate student (now graduated) with a bachelors degree in psychology, from the University of Baltimore took over the role of Assistant to the Treasurer. I am greatly indebted to her assistance. Her work with the IACCP has not only been pivotal in the transition from CA to MD, but she has done an outstanding job despite our few and far between opportunities to meet in person. She has learned to manage the payment system with few problems and has been engaging without fail on all daily Treasury operations, including helping to prepare this report. On average, Katie works 5-10 hours per week. Her service is paid directly through IACCP and our accountant issues her a 1099 tax document (as it does for all individuals getting payment for service above the amount of \$600). I am very grateful for Katie's service to the smooth flowing operations of the Office of the Treasury.

## Summary

Overall, the IACCP Treasury is in excellent shape and is now showing signs of growth. Our finances are improving and we will be looking to hire a professional bookkeeper so that this organization can run smoothly without any challenges due to changes in Treasurer or Treasurer's moving to a new location. Although the Melbourne and Istanbul conferences cost IACCP more than the organization had anticipated or agreed to cover, we are looking forward to a future with less expensive conferences. The present congress is a step in the right direction, as the organizers in South Africa have been very conscientious about incurring extra costs for the IACCP. We hope that future congresses will follow South Africa's model so that we could use more funds to help assuage costs for low-income

**Table 6.** Anticipated Expenses for 2012 fiscal year

<b>Cost</b>	<b>Amount</b>
Lonner speaker	4,500
PhD Workshop, ARTS, EC support	8,000
JCCP and ORPC Editors	25,460
Treasurer Assistant/Book-keeper/ Accountant	11,000
W/O awardees	15,000
SPSP, Bahamas Psychological Society	1,000
Seed Money for LA Regional Conference	5,000
Seed Money for Congress in France	5,000
<b>Total Anticipated Costs</b>	<b>69,960</b>

members. With the steady growth of this organization, we anticipate more opportunities for greater involvement of IACCP members. To this end, we welcome your suggestions and look forward to your participation in IACCP governance.

Respectfully submitted July 19, 2012



Sharon Glazer, Ph.D.  
Treasurer, IACCP

### 43 ► *Berry: CRCP2011*

organised around a particular theme. They were also encouraged to be available throughout the conference to be active participants in other sessions and to engage in informal discussions with the Caribbean participants. This plan succeeded with many participants actively involved in networking with colleagues from many countries.

At the end of the conference delegates signed the Nassau Declaration, in which they made a commitment to form a Caribbean Psychology Organization to promote the national and regional development of psychology as a science and practice. The Steering Committee, formed to take this commitment forward, held its first meeting at the end of the conference. As an interim measure, the CRCP2011 Conference Organising Committee is coordinating post-conference activities to ensure that the Caribbean Regional Organization of Psychology will move forward from vision to reality. The organization will significantly enhance the capacity of psychologists in the region to use psychological science to improve the well-being of the Caribbean people.

Regional conferences of psychology are held every other year in a region of the world where psychology has potential for development, usually co-sponsored by IACCP, IAAP and IUPsyS. In my view, the CRCP2011 was by far the most regionally encompassing conference ever held. Furthermore, the level of enthusiasm and engagement of all present was without precedent.

At this juncture, Caribbean psychologists are poised to take their place on the world stage of psychology. Increased participation in international activities by national Caribbean psychology associations and the proposed regional body is expected.

For news and information concerning the movement toward a regional psychology organisation in the Caribbean, please visit the CRCP2011 website under its full name: <http://www.caribbeanpsychology.org>.

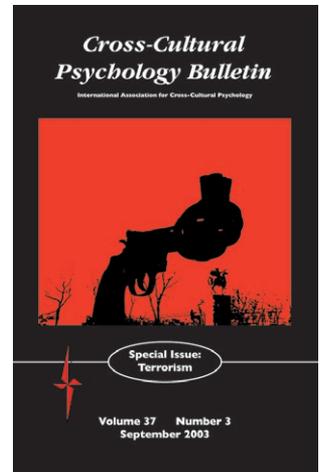
## 2 ► *Change is Here*

an empirical article unless it was about the Association itself. Maybe it worked: one of the most treasured compliments I have received was from a prominent, senior member who told me that he reads the *Bulletin* in the toilet. (And so I hope you, too...)

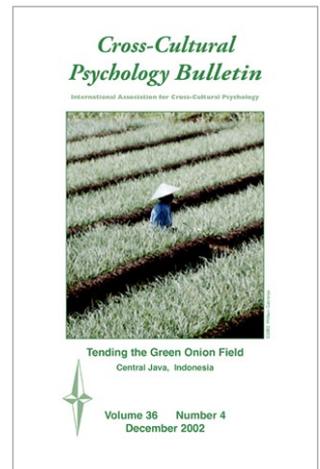
It was also around that time that it began to dawn on me that we should think in terms of communication, not publications. Roy Malpass set up his XCUL discussion list in the late 1990s, and in 2000, after Roy left the field, he gave me his blessing to replace it with our own discussion list, which is still hosted by Florida Tech. Conversations that had occurred in the *Newsletter* and at conferences were now taking place online, such as, “what is this ‘level of analysis problem?’” In 2004, I lobbied successfully to have the 1992 IACCP Constitution amended to replace the “Standing Committee on Publications” with the “Communication and Publications Committee,” featuring a broader membership to represent all forms of communication, including the website and information technology. The 2011 Constitution continues this committee structure. In 2004, I was also given permission by the Executive Council to rewrite the website as a “Web 2.0” site that would allow members to post material to the site, such as teaching resources and research program descriptions, again supplanting some functions of the *Bulletin*. The lack of participation in these functions up to now, as well as in our Facebook page, has been a topic of discussion recently as we see changes in the social makeup of the Association and the needs/goals of our members.

### The Next Bulletin

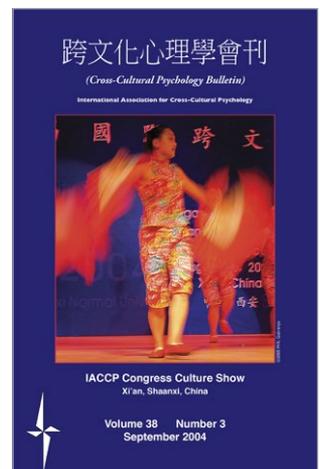
I have proposed that the “Bulletin” be reconceptualized as an “advanced blog,”<sup>1</sup> a judgment that I arrived at after several years of discussions with people involved in publications related industries, notably my own family. My brother, Mark, has had a career in print pubs and has contributed to the design of the *Bulletin* over the years. My son, Will, works in web design and contributes to the design of our website. As a student, he created the home page banner that is used in various ways by the Association. Will’s industry is looking up; Mark’s is in decline.<sup>2</sup> (See photo on page 45.)



Adapted from a sculpture at the U.N., New York City (editor)



From the window of the Yogyakarta-Jakarta train (editor)



Xi'An Congress Opening Performance (editor)

<sup>1</sup>By “advanced blog,” I mean a blog that is highly formatted, sometimes referred to as a magazine blog. I have created a demonstration blog that illustrates some of the features of such a blog by repurposing articles from this issue to the Web in blog-like form. (Look on [iaccp.org](http://iaccp.org) or contact me for the address, which may change by the time this issue arrives.) The *Bulletin* has been posted online in PDF form for many years by simply substituting color for grayscale images and exporting to PDF. A magazine style blog, in contrast, only uses blog (Web) formatting methods, so it is far more easily designed than a print magazine (albeit less visually sophisticated). An online magazine, or “e-zine,” tries to replicate a print magazine while retaining the interactivity and media richness of the Web, but is not feasible for us.

<sup>2</sup>I find myself in both camps, but I really enjoy the whole process, including watching the presses roll (see sidebar on Flamingo Printing in this issue). Will thinks print is an anachronism, and so are we (your generation spent *how much* of the next 30 years of my taxes on those wars?).

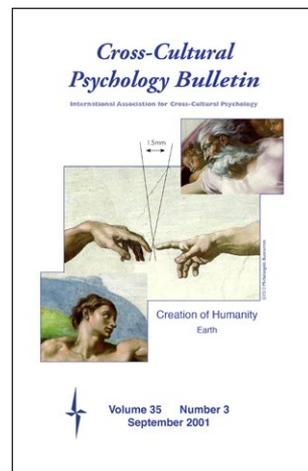
But times change, and so must we. The *Bulletin's* transition to an electronic publication reflects the ongoing trajectories of print and Web publication models. At the same time, our field is shifting as the ideas, approaches, and flavors of traditional "cross-cultural psychology" blend with those of "cultural psychology" and incorporate evolutionary and neuroscience approaches. This blending was most apparent at our recent, highly successful Los Angeles regional conference, hosted at UCLA by president-elect Patricia Greenfield. Please look over the conference abstracts, which should be published online by the time you read this, for a good dose of change.

One visible sign of an intellectual movement is how we (re) label ourselves for purposes of disciplinary identity, recognition and value. For many years, the name and orientation of the Association were debated, sometimes acrimoniously, at conferences and occasionally in the *Bulletin*. These debates and much of the acrimony have subsided, but the synthesis that arguably began at the 2009 Society for Personality and Social Psychology Cultural Preconference has sidestepped the question of what to call the field; or perhaps no one really cares. However, when Michele Gelfand, C. Y. Chiu and Y. Y. Hong launched their yearly book series, they deliberated over its title at great length before choosing *Advances in Culture and Psychology* (personal communication, a couple years ago; see the New Books section in this issue). Similarly, IACCP's wonderful open source book is titled *Online Readings in Psychology and Culture*, christened by its creator and first editor, Walt Lonner, as a sort of sequel to his highly successful 1994 book of readings with Roy Malpass, *Psychology and Culture*. I tend to favor putting *culture* first due to a long-time resistance to psychologizing that I acquired from my late wife, Yue-eng Wang (王月英), who began her career as a cultural anthropologist. So I have proposed that the new *Bulletin* synthesize its current title with Michele's book series: the *Culture & Psychology Bulletin*. This would be the *Bulletin's* third name change, each of which was undertaken to reflect changes in the Association or the field.

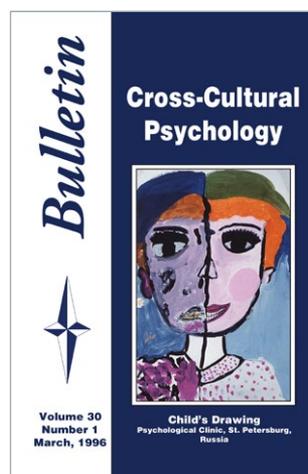
### Postal Mail is Dead, Long Live...

I see one drawback in moving the *Bulletin* entirely to the Interweb. My pet theory is that, far more than in the recent past, people like to get some stuff by postal mail.<sup>3</sup> In connection with the *Bulletin*, many people have commented to me on how nice it is to receive something printed to hold in their hands (in the toilet?), rather than the now-ubiquitous PDF style newsletters or "eNews" HTML-formatted email newsletters. I feel we need to replace the *Bulletin* with something that is economical to mail, at least once a year. Suggestions would be welcome.

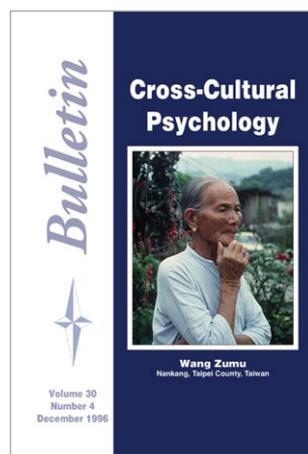
<sup>3</sup> Three corollaries to this theory are that phone calls are more effective than emails, face-to-face conversations are best of all, and email should never be used to handle a dispute.



Art courtesy of Michelangelo



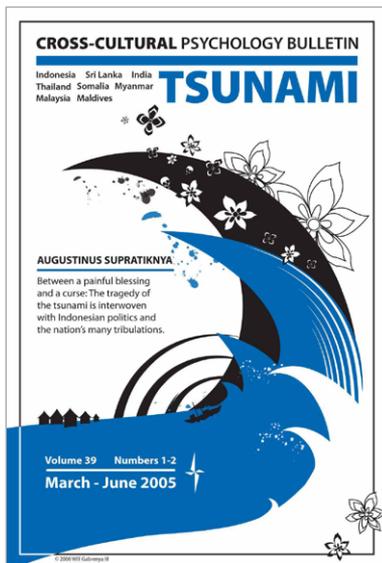
Child's drawing photographed in May, 1995 in St. Petersburg by Weining Chang



Editor's Taiwanese relative, Wang Village, 1980 (now a freeway)

## Confessions of Irrational Career Strategies

Needless to say, I never expected such a long stint as editor. John Adamopoulos, the previous editor, promised me a four-year term. Diagnostically, a service activity got in bed with a hobby and a certain avoidance of “serious” work. The least of this dysfunctional behavior has been my obsession with *Bulletin* cover designs, which are illustrated in this editorial with some brief source info. *It is shameful* that American universities do not view pretty covers, indeed magazines in any sense, as a criterion for promotion, even if each one requires 100 hours of work. An attempt to find a new *Bulletin* editor who would carry on more or less as I did was not successful, attesting to the membership’s general rationality with respect to career contingencies.



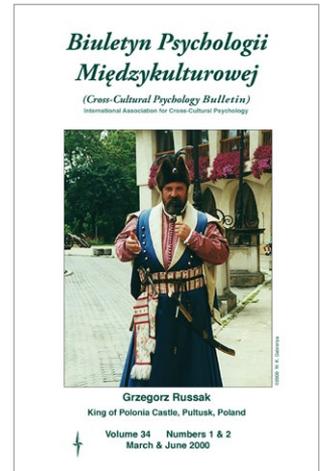
Vector graphics, Will Gabrenya III

she had not worked at a real job (software engineer), we could not have afforded my time and all the computer equipment. Successive Deans of the School of Psychology (Frank Webbe, Charles Prokop, Carol Philpot, Mary Beth Kenkel) supported the *Bulletin* and the Association by giving it graduate student assistants for 17 years without interruption. Many of the Association’s Internet resources were created with the help of these assistants, as well. The EC supported the *Bulletin* with money, software, moral support and positive reinforcement, and pretended not to notice some of the weirdness. Lisa Beardsley, Michael Bond, Rogelio Díaz-Guerrero, Heidi Keller, Walt Lonner and Harry Triandis were highly supportive, all in different ways. My children learned through observation that an academic lifestyle is not a rational way to live and hey, sorry I missed that soccer game, again! (See cartoon on page 2, drawn by my daughter when she was about 8.)

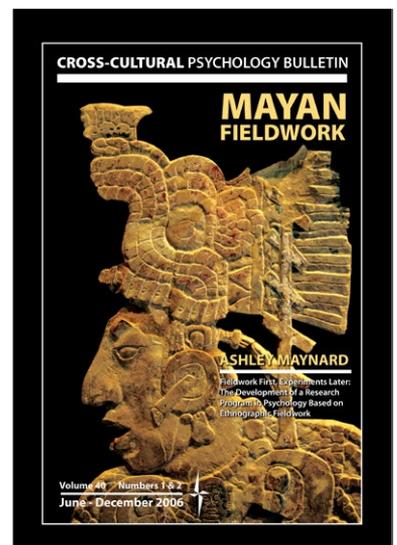
I now recognize that my time with the *Bulletin* has some ignoble roots in my coeditorship of my Catholic high school’s underground newspaper, the *Free Press*, back in the day, providing evidence for the continuity of personality. The end result of that term was suspension from school, and the point has been made that the *Bulletin* editorship produced an analogous outcome.

謝謝您們！

This is the section where I get to thank a lot of people! My wife was endlessly patient with my late night/weekend/spring break/summer computer labors and supported the *Bulletin* as an expressive outlet for over half of our marriage. Doubtless if



Character player, 2000 Pultusk Poland Congress



Adapted from a purchased photo of a Mayan sculpture (editor)

## Officers of the IACCP

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(2012-2014)



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**Special Representative for the XXII Congress**  
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(2010-2014)

## Regional Representatives of the IACCP



**Central and Southern  
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University of Pretoria  
& University of Stellen-  
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(2012-2016)



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Greece  
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(2010-2014)



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The Hebrew University of  
Jerusalem  
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(2010-2014)



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



**North America**  
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Saint Louis University  
Saint Louis, MO - USA  
(2012-2016)



**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  
(2010-2014)

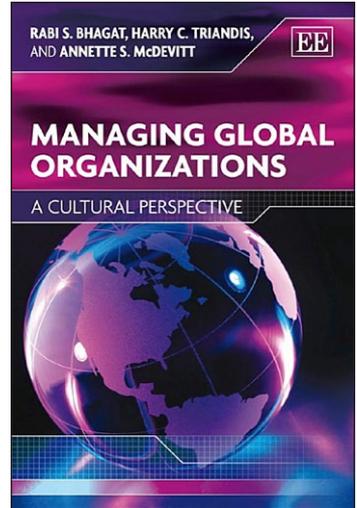
# New Books, Films and Journals

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

Bhagat, Rabi, Triandis, Harry C., & McDevitt, Annette S. (2013). *Managing global organizations*. Edward Elgar Publishing. ISBN 978-1847205957 368 pp. US\$160.

Chapters:

1. Introduction to Managing the Global Organization
2. Culture and Cultural Frameworks
3. Culture and Globalization
4. Cultural Variations in Communications
5. Cultural Variations in Negotiation, Conflict Management, and Decision-making
6. Cultural Variations in Work Motivation, Job Satisfaction, and Organizational Commitment
7. Cultural Variations, Work, and Organizational Stress and Coping
8. Cultural Variations in Group Process and Work Teams
9. Cultural Variations and Leadership
10. Cultural Variations and Organizational Design
11. Cultural Variations in Technology Transfer and Knowledge Management (written in collaboration with Ian McDevitt)
12. Cultural Variations in International Human Resources Management
13. Emergent Issues in Managing the Global Organization
14. Managing the Global Organization in a Cross-Cultural Perspective: The Future



Michele J. Gelfand, Chi-yue Chiu, & Ying-Yi Hong (Eds.) (2013). *Advances in culture and psychology* (Vol. 3). Oxford. ISBN 978-0199930449 358pp. US\$80.

Imai & Masuda: Language

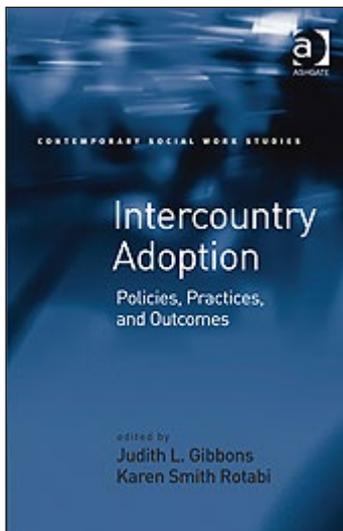
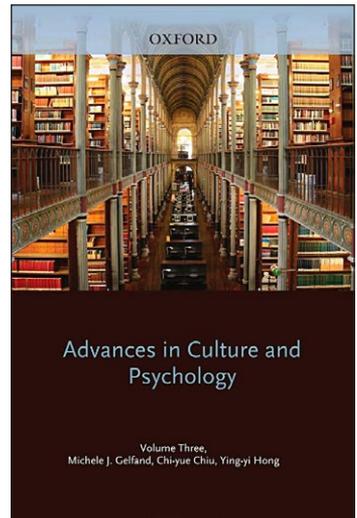
Keller & Kärtner: Development tests

Cheung, Cheung & Fan: Chinese personality inventory

Kay & Sullivan: Compensatory control

Van de Vliert: Climate and culture

Ratner: Macro cultural psychology

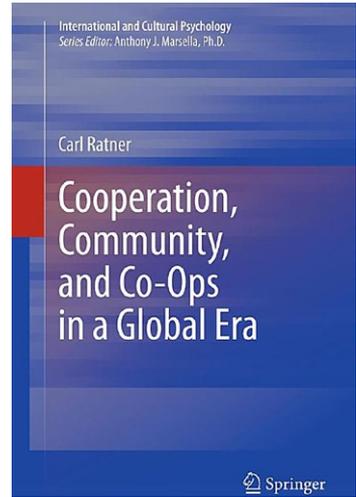


Gibbons, Judith L., Rotabi, Karen S. (Eds.) (2012). *Intercountry adoption: Policies, practices, and outcomes*. Ashgate. ISBN 978-1-4094-1054-6 416pp. £65.

Intercountry adoption is a controversial practice debated by proponents who advocate intercountry adoption, abolitionists who argue for its elimination, and pragmatists who look for ways to improve both the conditions in sending countries and the procedures for intercountry transfer of children. The role of social workers in the process is highlighted. The 25 chapters of this book cover policy and regulations; sending country perspectives; outcomes for intercountry adoptees; debate between a proponent and an abolitionist; and pragmatists' guides for improving intercountry adoption practices.

Ratner, Carl (2014). *Cooperation, community, and co-ops in a global era*. Springer. ISBN 978-1461458241 485pp. US\$179. ▷

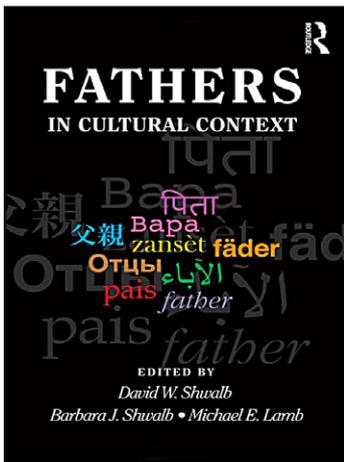
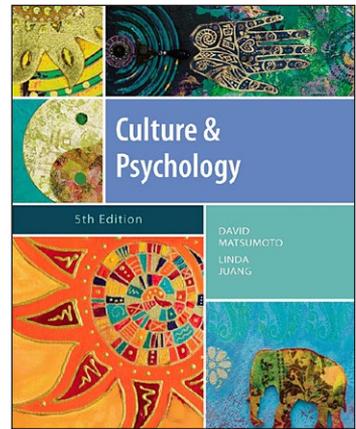
Carl's newest book posits that current political solutions to acute world problems are inadequate, and that modern society needs to look to its communal roots for recovery, and perhaps survival. He argues for a societal paradigm shift and details how such a transformation might be accomplished through cooperative principles that can make a social system more efficient, democratic, empowering, and fulfilling.



Matsumoto, David, & Juang, Linda (2012). *Culture and psychology* (5th ed.). Cengage Learning. ISBN 978-1111344931 544 pp. Hb: US\$127, Kindle & Nook: \$101, rental: \$58.

This is the newest edition of one of the major undergraduate textbooks in the field. Chapters:

- |                  |                             |                     |
|------------------|-----------------------------|---------------------|
| 1. Introduction  | 7. Health                   | 12. Psychotherapy   |
| 2. Methods       | 8. Emotion                  | 13. Self & identity |
| 3. Enculturation | 9. Language & communication | 14. Social behavior |
| 4. Development   | 10. Personality             | 15. Organizations   |
| 5. Cognition     | 11. Psychological disorders |                     |
| 6. Gender        |                             |                     |

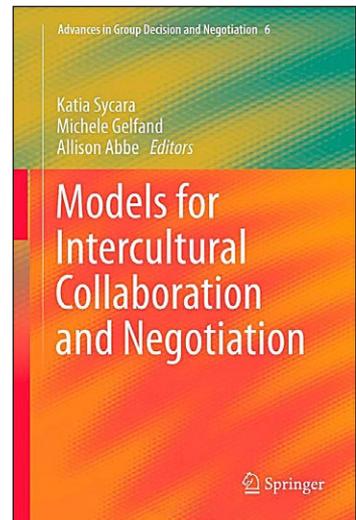


Shwalb, David W., Shwalb, Barbara J. & Lamb, Michael E. (Eds.) (2012). *Fathers in cultural contexts*. Routledge. ISBN 978-1-84872-948-3 448pp. US\$60. ▷

Reviews research on fathering from cultures representing over 50% of the world's population. Cultural and historical influences, variations between and within cultures, and socioeconomic conditions and policies that impact fathering are discussed for 14 cultures. Selection of cultures was based on availability of substantial research on fathering; representation of worldwide geography; a balance between large, middle, and small populations; and significance for a global understanding of fathering. Each chapter features personal case stories, photos, and maps to help readers create an engaging picture for each culture.

Sycara, Katia, Gelfand, Michele, & Abbe, Allison (Eds.) (2013). *Models for intercultural collaboration and negotiation*. Springer. ISBN 978-9400755734 210pp. US\$109. ▷

Brings together research material from diverse fields, including computer science, artificial intelligence, anthropology, social psychology, and political science that present ideas, methods and models on intercultural collaboration and negotiation.



**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.

## Planned Scientific Activities of the IACCP

15-19 July, 2014

### XXII International Congress of IACCP Reims, France

Theme: Diversity, Equality, Culture

Organized in conjunction with the Congress of Applied Psychology (Paris)

Deadline for abstract submission: 30 January, 2014

#### Organizer:

Christine Roland-Lévy, Department of Psychology,  
University of Reims  
<http://www.iaccp2014.com>



6-8 November, 2013

### East Africa Regional Conference of Psychology (EARCP)

#### Organizers:

James Kagaari, Florence Nansubuga, Sarah Lwanga,  
Peter Kagaba, Imelda Kemeza, Faith Mbabazi  
Cosponsored by IUPsyS, IAAP, and IACCP  
<http://rcp2013.org>, <http://rcp2013uganda.org>

June or July or August 2015

### Regional Conference of IACCP

More information coming soon

June or July or August 2016

### XIII International Congress of IACCP

More information coming soon

## Other Conferences of Interest

12-15 February, 2014

### Society for Cross-Cultural Research

Charleston, South Carolina USA

<http://sccr.org>

8-12 July, 2014

### International Society for the Study of Behavioural Development (ISSBD)

Shanghai, China

[www.issbd2014.com](http://www.issbd2014.com)

20-22 May, 2015

### European Association for Work and Organizational Psychology (EAWOP)

Oslo, Norway

[eawop2015.org](http://eawop2015.org)

## Large Associations

### International Congress of Psychology (IUPsyS-International Union of Psychological Science) [[www.iupsys.org](http://www.iupsys.org)]

2016: 24-29 July, Yokohama, Japan

[www.icp2016.jp](http://www.icp2016.jp)

2020: Prague, Czech Republic

[www.icp2020.com](http://www.icp2020.com)

### International Congress of Applied Psychology (IAAP-International Association of Applied Psychology) [[www.iaapsy.org](http://www.iaapsy.org)]

2014: 8-13 July, Paris, France

<http://www.icap2014.com>

### American Psychological Association

[[www.apa.org](http://www.apa.org)]

2014: 7-10 August, Washington DC USA

2015: 6-9 August, Toronto, Ontario Canada

2016: 4-7 August, Denver, Colorado USA

### Association for Psychological Science

[[www.psychologicalscience.org](http://www.psychologicalscience.org)]

2014: 22-25 May, San Francisco, CA USA

2015: 21-24 May, New York, NY USA

2016: 26-29 May, Chicago, Illinois USA

### Interamerican Congress of Psychology (SIP)

[[www.sipsych.org](http://www.sipsych.org)]

(Sociedad interamericana de psicología, SIP)

2014: El Salvador (regional conference)

### European Federation of Psychologists' Associations (EFPA) [[www.efpa.eu](http://www.efpa.eu)]

European Congress of Psychology (ECP)

2015: 7-10 July, Milan, Italy

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## *Representative for 2014 Congress*

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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 Reims, France in 2014. 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.

<b>Income</b>	<b>Annual Dues</b>
Students in developed countries.....	US \$20
Students in developing countries.....	US \$10
Less than US\$ 10,000.....	US \$30
Between \$10,001 and \$30,000.....	\$45
Between \$30,001 and \$65,000.....	\$65
More than \$65,000 .....	\$85
Sponsor a member in a low income nation.....	\$40
JCCP institutional subscriptions: Please see <a href="http://www.sagepub.com">www.sagepub.com</a>	

## Interweb

News and information about IACCP can be found on the IACCP Web site at [www.iaccp.org](http://www.iaccp.org)

*fine*  
(the music ends)



**Florida Institute  
of Technology**