

Comparative Asian Research Network
Monthly Lecture Series on Issues and Research in the Asian Region
Organized by the Department of Japanese Studies, CUHK

All are Welcome!!

*Negative
or
Positive?*



**A Cultural Psychological
Analysis of Japanese Mind:
A Case of Approach-Avoidance Motivation**

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Date: 30 January, 2012 (Monday)

Time: 12:30 pm- 1:30pm

Venue: HYSLG04

Abstract: Approaching positive outcomes and avoiding negative outcomes is one of the basic principles of human behaviors. Research in cultural psychology, however, suggests that Japanese cultural environment demands greater avoidance focus whereas North American cultural environment demands greater approach focus. After introducing these issues, I will present results from three studies that examined implications of this cultural difference on information processing. In two laboratory studies, we asked Japanese and American participants to read and recall a list of sentences framed positively or negatively (framed in terms of the presence or absence of positive or negative outcomes, respectively). In these studies, Japanese participants were more likely to recall information framed negatively compared to American participants who were more likely to recall positively framed information. The same pattern was found in an analysis of consumer book reviews posted on Amazon. In Japan consumer book reviews that were rated as helpful by other customers tended to have more contents framed negatively whereas American book reviews tended to contain more positively framed contents. Implications and limitations of psychological analysis of culture are discussed.

No registration necessary.

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