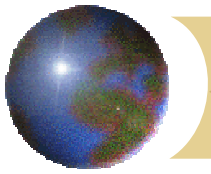


# *Worldwide Survey of Cultural Display Rules*

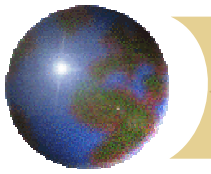
David Matsumoto  
San Francisco State University

Seung Hee Yoo  
Yale University



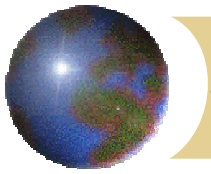
# *Outline*

- ⊕ Defining Cultural Display Rules
- ⊕ Previous Research
- ⊕ The Development of Measures of Display Rules
- ⊕ Statement of the Problem
- ⊕ The Current Study
- ⊕ Major Findings
- ⊕ Conclusions



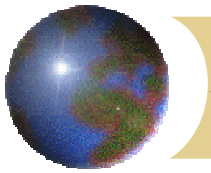
## *Defining Cultural Display Rules*

- Rules learned early in childhood that help individuals manage and modify their emotional expressions depending on social circumstance (Ekman and Friesen, 1969)



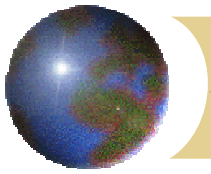
## *Previous Research*

- Ekman (1972)
- But Ekman (1972) never measured display rules; it was a theoretical construct that he used to explain the cultural differences in observed emotional expressions



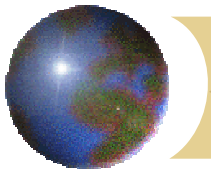
# *The Development of Measures of Display Rules*

- ❖ The difference between display rules and actual expressive behavior
- ❖ Early studies of the development of display rule knowledge
- ❖ Early cross-cultural research on display rules
  - ❑ Matsumoto (1990, 1993)
- ❖ The development of measures of expressivity



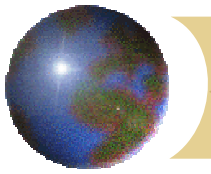
# *The Development of Measures of Display Rules*

- Limitations of previous measures
  - None assessed the ways in which expressions can actually be modified in real life
    - Expression
    - Deamplification
    - Amplification
    - Neutralization
    - Qualification
    - Masking
    - Simulation



# *The Development of Measures of Display Rules*

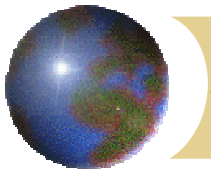
- The Display Rule Assessment Inventory (DRAI)
  - Matsumoto et al. (1998)
  - Matsumoto, Yoo, Hirayama, and Petrova (2005)



## *Statement of the Problem*

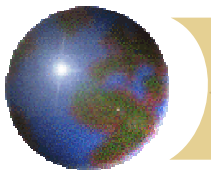
- ❖ Despite its theoretical importance to explain cultural differences in expressive behavior, there has never been an assessment of display rules around the world
- ❖ The purpose of this study, therefore, was to conduct that assessment





## *The Current Study*

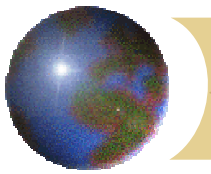
- Recruiting collaborators
- Adjusting the DRAI → Final version
  - [Final-Revised DRAI.doc](#)
- Multiple measures – the ERQ
- Context variable – relationship ratings
- Translations and procedures
- Final sample [Table 1.doc](#)



# Major Findings

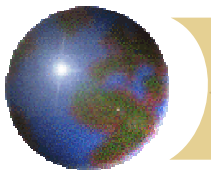
- ⊕ Independence of the Response Alternatives
- ⊕ Cultural Differences

Effect	Expression Mode				
	Express	Deamplify	Amplify	Qualify	Mask
Country	.077	.081	.117	.050	.110
Target	.123	.017	.024	.004	.026
Context	.160	.070	.108	.009	.042
Emotion	.379	.046	.068	.018	.028
Country x Target	.034	.030	.020	.011	.028
Country x Context	.035	.034	.034	.015	.024
Country x Emotion	.092	.047	.058	.024	.039



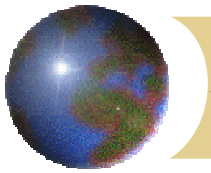
# Country Level Correlations between the Five Expression Modes and Cultural Dimensions

	Individualism v. Collectivism	Power Distance	Uncertainty Avoidance	Masculinity v. Femininity	Long v. Short Term Orientation
Expression	.715***	-.558**	-.111	-.184	-.737***
Deamplification	.458*	-.717***	-.435*	.027	-.048
Amplification	-.493**	.469*	-.118	.208	.578*
Qualification	-.608**	.603**	-.272	.133	.520*
Masking	-.566**	.576**	-.330+	.161	.728**



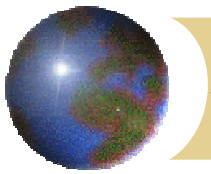
# Country Level Correlations between the Five Expression Modes and Personality Trait Data

	Neuroticism	Extraversion	Openness	Agreeableness	Conscientiousness
Expression	-.479*	.677**	.054	-.047	-.169
Deamplification	-.289	.225	.380+	-.013	-.566**
Amplification	.258	-.415+	-.334	.158	.448*
Qualification	.113	-.403+	-.427+	.164	.508*
Masking	.035	-.605**	-.249	.370	.249

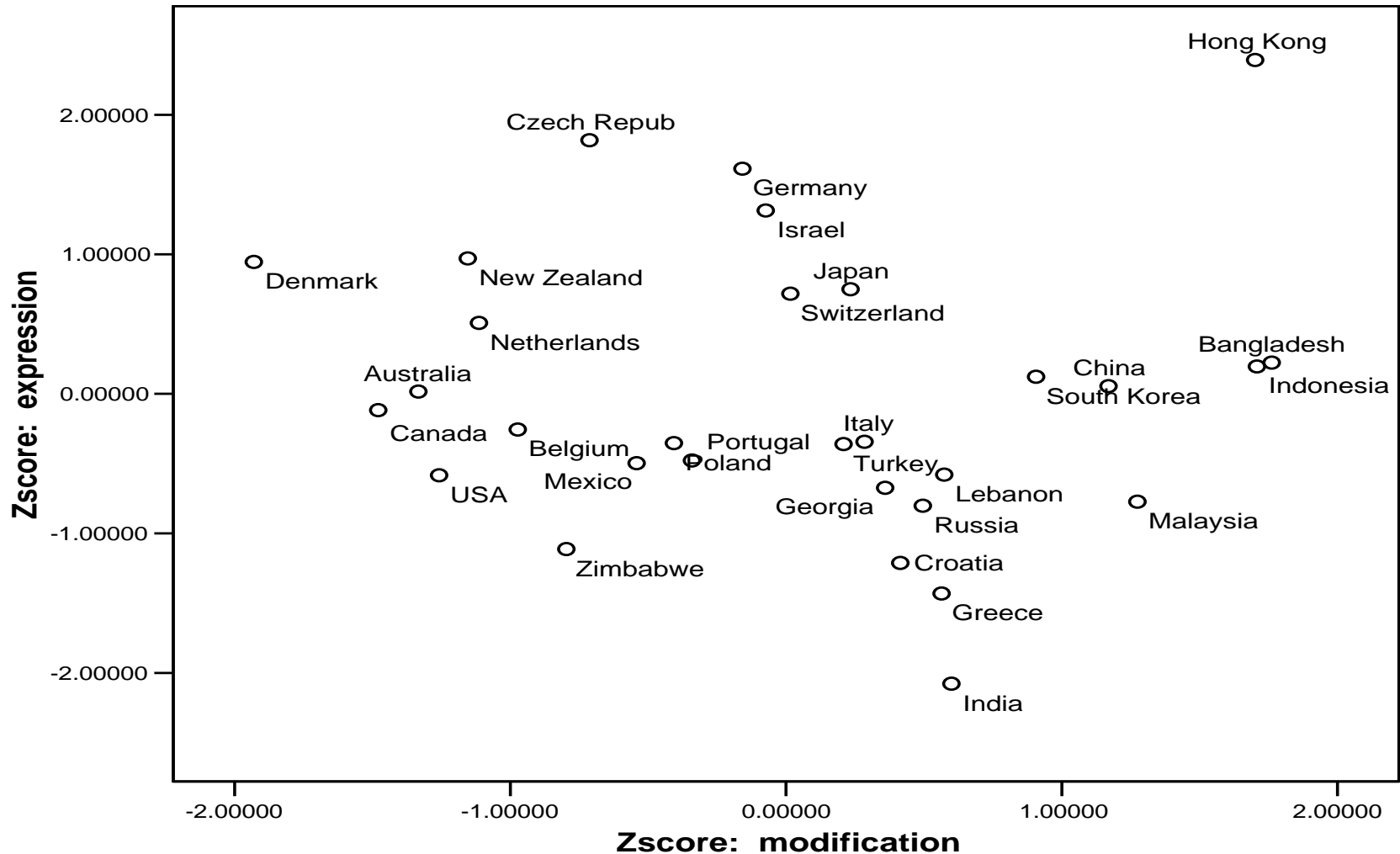


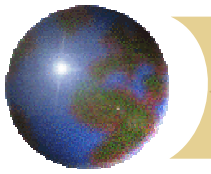
# *Major Findings*

- Happiness and Physical Health Table  
10.doc



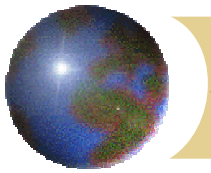
# Mapping Countries on Display Rules





## *Conclusion*

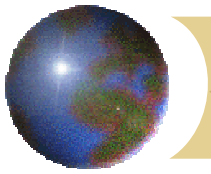
- ❖ 1. Display rules are characterized by expressive modes that go beyond an expression-suppression dichotomy
- ❖ 2. There are moderate cultural differences around the world on each of the expressive modes
- ❖ 3. These cultural differences are related to country differences in cultural dimensions, personality traits, social axioms, other emotion-related data, happiness, physical health



## *Conclusion*

- ❖ 4. Cultural differences in display rules can be used to characterize different cultural groups around the world, and can be mapped
- ❖ 5. There are strong pancultural similarities as well, in the effects of target, context, and emotion





# *Thanks to our collaborators!*

• [Thanks to all our collaborators.doc](#)

