



Worldwide Survey of Cultural Display Rules

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Outline of presentation

- Definition of Cultural Display Rules
- Early Studies
- The Display Rule Assessment Inventory (DRAI)
- Limitations of Early Studies Using the DRAI
- Purpose of Present Study
- Brief Overview of Present Study and symposium

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)
- Expressions can be modified via display rules by
 - Expression
 - Deamplification
 - Amplification
 - Neutralization
 - Qualification
 - Masking
 - Simulation

Early Studies



- **Ekman (1972)**
 - Americans and Japanese expressed negative emotions differently in presence of experimenter
 - But did not measure display rules directly
- **Matsumoto (1990)**
 - Americans and Japanese differ on display rules depending on target of emotion
- **Stephan, Stephan, and de Vargas (1996)**
 - Americans and Costa Ricans differ on display rules depending on target of emotion and type of emotion

The Display Rule Assessment Inventory

- Measuring display rules by asking appropriateness of showing emotion is not a full assessment of display rules. It does not assess behavior response of display rules.
- To address this limitation, Matsumoto et al. (1998) developed the **Display Rules Assessment Inventory (DRAI)**
 - first measure to assess different ways in which expression can be modified.

Findings on Display Rules using DRAI



- **Matsumoto et al., (1998)**
 - Americans < Russians, Japanese, Koreans in controlling expressions in front of family, friends, colleagues
- **Matsumoto et al., (2005)**
 - Americans > Russians, Japanese in expressing and amplifying emotions.

Limitations of Early Studies Using the DRAI

- Limitations of DRAI
 - 1) Did not examine people of different status as emotion targets.
 - 2) Did not ask to think of specific people when answering questions
 - 3) Did not differentiate between private and public place of interaction
- Small number of countries studies

Purpose of Present Study

The purpose of the multinational study on display rules was to conduct an assessment of display rules around the world with a better version of the DRAI



Present Study

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- Collaborators
- Revised the DRAI
- Translation of measures (DRAI, Emotion Regulation Questionnaire and relationship ratings)
- Data collection

Revision of DRAI

- **The revised DRAI includes**
 - 21 emotion targets from 4 group domains (family, friend, classmates, professors)
 - 2 contexts: private and public place of interaction
 - 7 universal emotions (anger, contempt, disgust, fear, happiness, sad, surprise).
- **Asks what you believe you should do if you feel certain emotion to specific emotion target in context**
 - e.g. interacting with **female professor in 50s at university cafeteria** and you feel **anger** towards her

Revision DRAI cont'd

- Response Alternatives

A	Show more than you feel it
B	Express it as you feel it
C	Show less than you feel it
D	Show nothing
E	Show the emotion while smiling at the same time
F	Hide your feelings by smiling
Other	None of the above

Data Collection

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- Participants:
 - University students in 30 countries (N = 5,254) born and raised in their respective countries (N = 4,739)
 - 61.6% female, 38.4% male; mean age = 22.47 years;

Countries



Countries



- Australia, Bangladesh, Belgium, Canada*, China, Croatia, Czech Republic, Denmark, Georgia, Germany*, Greece, Hong Kong, India*, Indonesia, Israel, Italy, Japan*, Korea, Lebanon, Malaysia, Mexico, Netherlands, New Zealand, Poland, Portugal, Russia, Switzerland, Turkey, USA*, Zimbabwe

* indicates multiple sites within country

DRAI scoring and Results

- Scores for Express, Deamplify, Amplify, Mask and Qualify were calculated for each item.
- Culture and Gender Differences were analyzed (as well as other analyses such as correlation with other emotion and culture variables) in Matsumoto, Yoo and 50 collaborators, 2005*.

* submitted for publication

Overview of this symposium



- The purpose of today's symposium is to present detailed comparisons within countries, or between pairs of countries.
- The following collaborators will present findings from their countries.
 - Michael Bond - Hong Kong
 - Anna Laura Comunian - Italy
 - Saba Safdar - Canada
 - Berta Vishnivetz – Denmark

Thank you

- To our collaborators!
- Members of the Culture and Emotion Research Laboratory at SFSU
- You!

