

# 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
  - Amplfication
  - 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



- 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

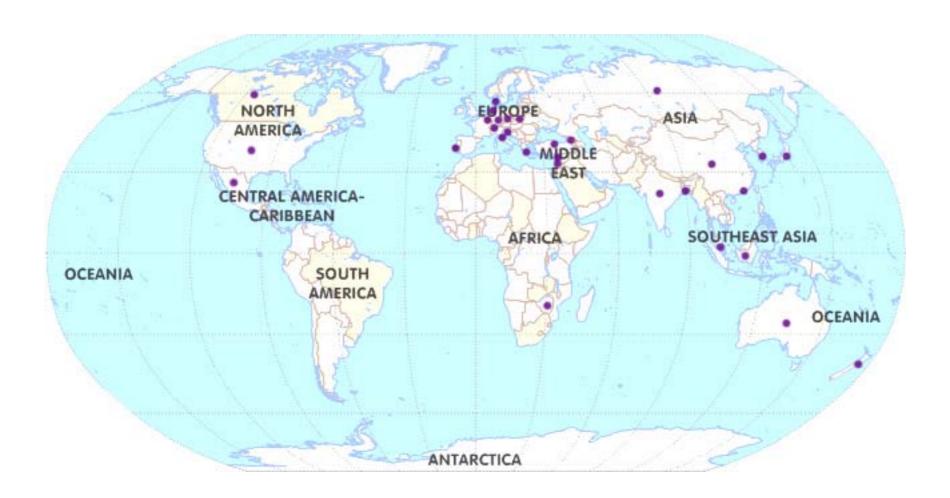
Response Alternatives

Α	Show more than you feel it
В	Express it as you feel it
С	Show less than you feel it
D	Show nothing 5
Е	Show the emotion while smiling at the
	same time
F	Hide your feelings by smiling
Other	None of the above

### **Data Collection**

- 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

<sup>\*</sup> 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!



You!

