



Worldwide Survey of Cultural Display Rules of Emotional Expression

**Symposium for
113th Annual American Psychological Association Convention**

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Overview of Symposium

- **Purpose:** to present findings from our multinational study on display rules.

- **Presenters:**
 - Seung Hee Yoo (Introduction; U.S.-Japan)
 - Ana Maria Anguas-Wong (Mexico)
 - Anna Laura Comunian (Italy)
 - Fatimah Haron (Malaysia)
 - Diane Sunar (Turkey)

- **Discussant:**
 - David Matsumoto



Overview of today's presentation

- **Part 1:** Description of multinational study of display rules and measure used in this study.
- **Part 2:** Examination of display rule differences between American and Japanese students.



Part 1

Definition of 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



Multinational Study of Display Rules

- Despite its importance in explaining cultural differences in emotional expression, there has never been a comprehensive cross-cultural study of display rules.
- The multinational study of display rules was conducted to address this limitation.
 - 60 Collaborators from 40 countries
 - Currently have data from university students in 30 countries (N = 5,254; 4,739 born and raised)
 - Ongoing and will collect data from non-students in future



Multinational Study of Display Rules

- 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

Countries





Display Rules Assessment Inventory

- Revised **Display Rules Assessment Inventory** (DRAI; Matsumoto et al, 1998)
 - Translation/Back-translation
- **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



Display Rules Assessment Inventory

- 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



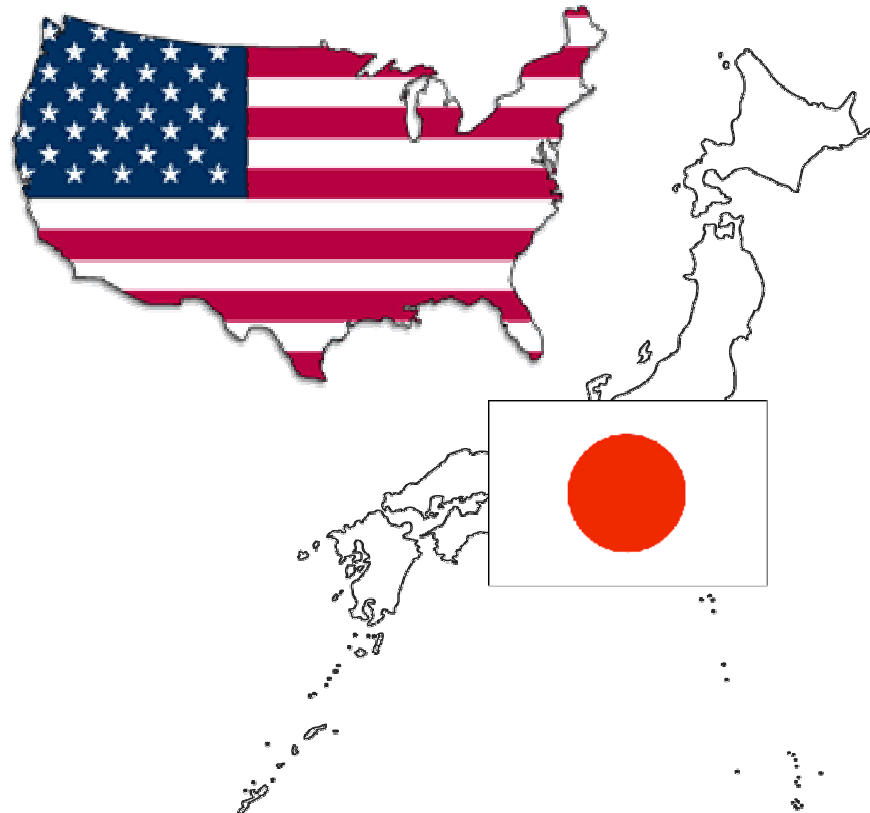
Display Rules Assessment Inventory

- Scores for Express, Deamplify, Amplify, Mask and Qualify were calculated for each item.

Part 2

Testing Ekman and Friesen 33 years later: The Display rules of American and Japanese Students

Seung Hee Yoo,
Jeanette Altarriba,
Lisa Bauer,
Dawn DeGere
Wolfgang Friedlmeier,
Hisako Kakai,
Andres Olide,
Ted Singelis,
Eri Shigemasu &
David Matsumoto

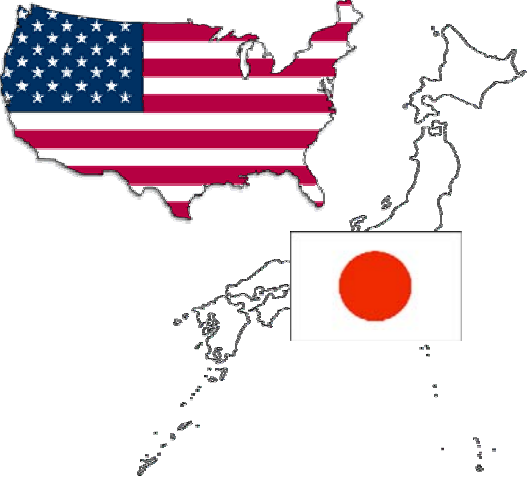




Introduction

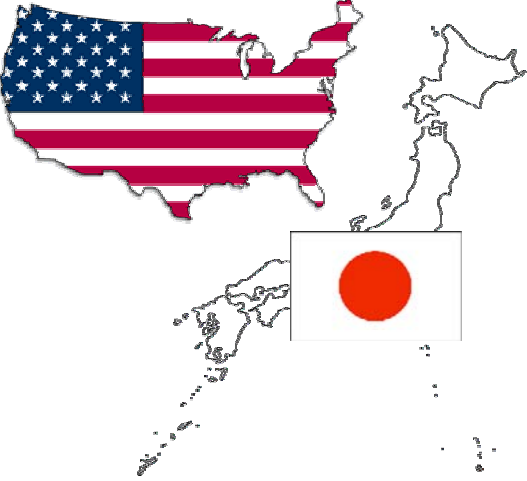
Ekman (1972) and Friesen (1972)

- American and Japanese students watched a highly stressful film first alone and then later again with an experimenter in the room.
- When watching alone, both expressed disgust (and anger, fear, sadness).
- When watching with experimenter, more Americans continued expressing disgust while more Japanese smiled.



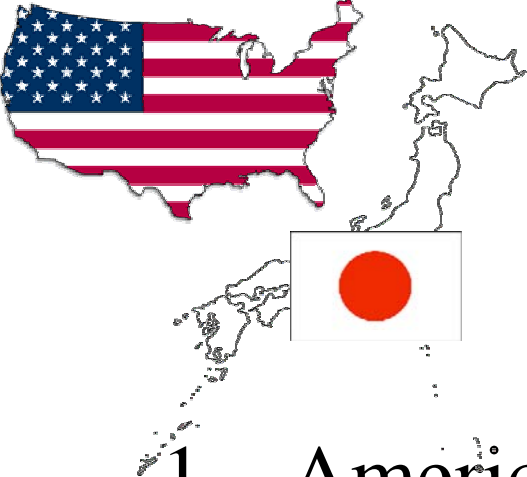
Introduction

- Ekman and Friesen attributed these expressive differences to have occurred because of cultural display rule differences between the Americans and Japanese.
- However, they did not actually measure display rules; they had measured expressive behavior, which is different from display rules. They only assumed the display rules to have existed.



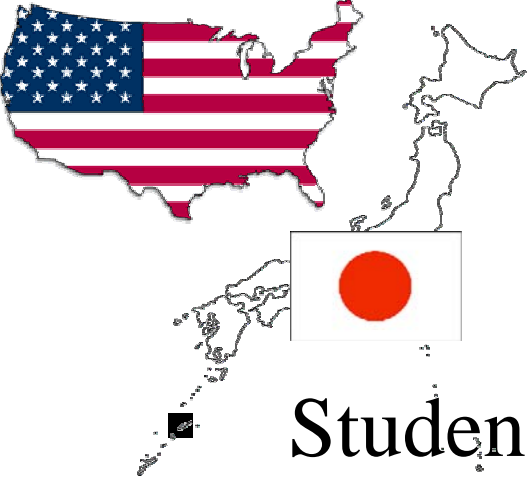
Introduction

- The data collected in multinational study of display rules allowed us to test whether Ekman and Friesen's assumptions were correct.



Hypotheses

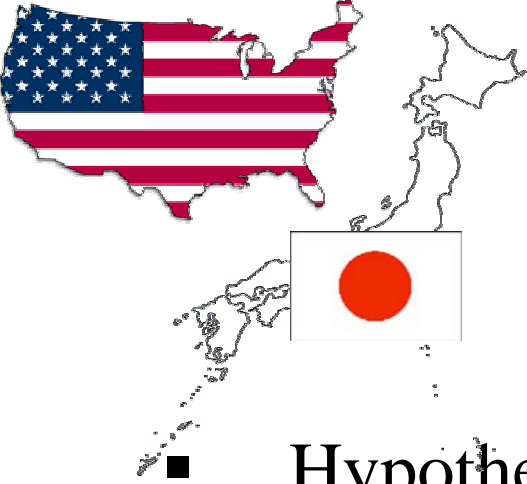
1. Americans will endorse expression of disgust in front of higher status person more than Japanese.
2. Japanese will endorse masking of disgust in front of higher status person more than Americans.



Method

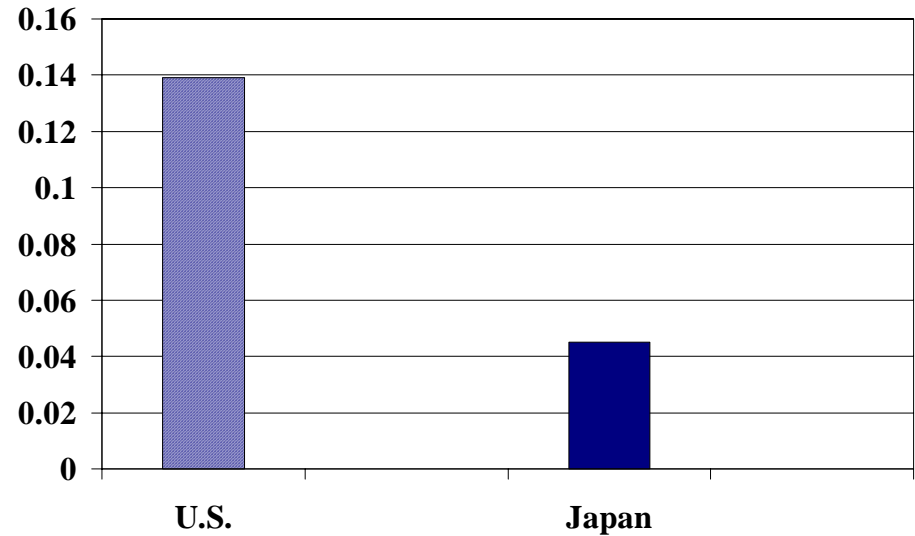
Students in U.S. and Japan (born and raised in their respective countries) completed the DRAI and the relationship ratings.

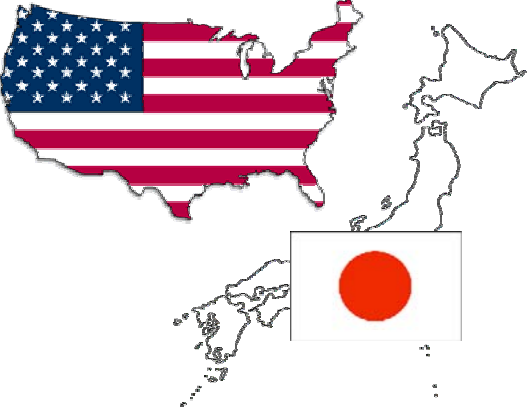
- U.S.: 524 (336 female, 188 male; mean age = 22.29, SD=5.89); 52.3% Caucasian, 17.8% Asian, 7.6% Latino, 4.2% African
- Japan: 377 (178 female, 199 male; mean age = 20.15, SD = 2.78)



Results

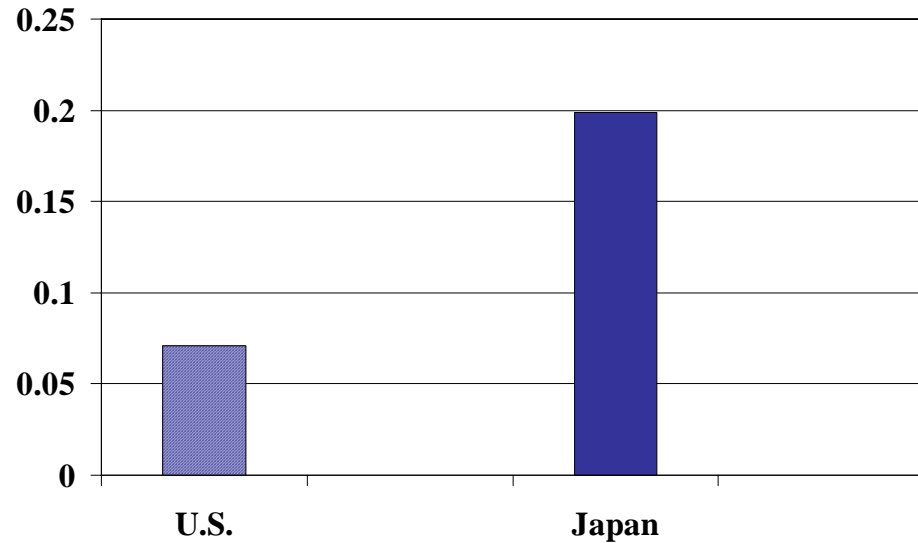
- Hypothesis 1:
Supported
 - Americans endorsed expressing disgust in front of higher status person more than Japanese;
 $F(1, 884) = 23.03$,
 $p < .001$,
partial $\eta^2 = .025$

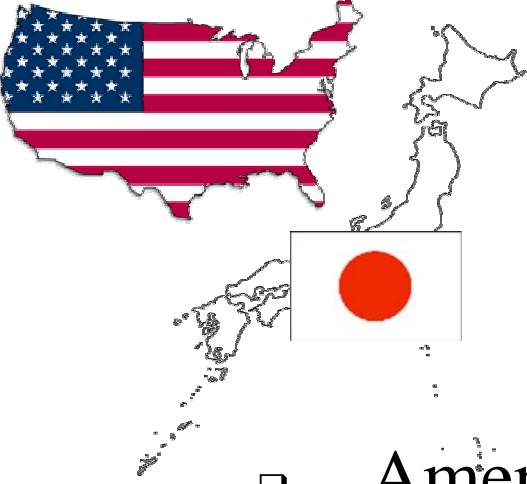




Results

- Hypothesis 2:
Supported
 - Japanese endorsed masking disgust in front of higher status person more than Americans;
 $F(1, 883) = 31.84$,
 $p < .001$,
partial $\eta^2 = .035$





Conclusion

- ❑ Americans endorsed expressing disgust in front of higher status person than the Japanese.
- ❑ Japanese endorsed masking disgust in front of higher status person than the Americans.
- ❑ These findings provided the first empirical evidence for the assumption Ekman (1972) and Friesen (1972) made about the differences in display rules of American and Japanese students when they are in front of a higher status person.

Thank you



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

