# CULTURAL PROCESSES

With the rapid growth of knowledge in the last two decades concerning ethnic and national group differences in human behaviors, researchers are increasingly curious as to why, how, and when such differences surface. The field is ready to leapfrog from the descriptive science of group differences to the science of cultural processes. The goal of this book is to lay down the theoretical foundation for this exciting development by proposing an original process model of culture. This new perspective discusses and extends contemporary social psychological theories of social cognition and social motivation to explain why culture matters in human psychology. We view culture as a loose network of imperfectly shared knowledge representations for coordinating social transactions. As such, culture serves different adaptive functions important for individuals' goal pursuits. Furthermore, with the increasingly globalized and hyperconnected multicultural world, much can be revealed about how different cultural traditions come into contact. The authors discuss the psychological ramifications of these cultural interactions to illuminate the social and practical relevance of the proposed process model of culture.

Angela K.-y. Leung is Assistant Professor of Psychology in the School of Social Sciences at the Singapore Management University (SMU). Her research seeks to understand how people participate actively in dynamic cultural processes in both intra- and intercultural contexts, as well as the psychological implications for multicultural competence (e.g., creativity and intercultural communication). She is also interested in the role of embodiment in the acquisition and endorsement of cultural values. Dr. Leung has won several research awards, including the first honorable mention for the Otto Klineberg Intercultural and International Relations Award from the Society for the Psychological Study of Social Issues (SPSSI) in 2009, the Lee Foundation Research Excellence Award, and the School of Social Sciences Research Excellence Award conferred by SMU.

Chi-yue Chiu is Professor of Management and Marketing at Nanyang Technological University, Singapore. His current research focuses on the social, cognitive, and motivational processes that mediate the construction and evolution of social consensus and on the dynamic interactions of cultural identification and cultural knowledge traditions. Dr. Chiu received the Misumi Award from the Japanese Group Dynamics Association and Asian Association for Social Psychology in 2007, the Best Paper Award in Conflict Resolution from the Academy of Management in 2002, and the Otto Klineberg Intercultural and International Relations Award from the SPSSI in 2001.

Ying-yi Hong is currently Professor at the Business School of Nanyang Technological University, Singapore. Her main research interests include culture and cognition, self, identity, and intergroup relations. She is particularly known for proposing the Dynamic Constructivist Theory to understand how individuals form mental models of multiple cultural knowledge systems and how they switch between cultural frames. Dr. Hong received the Otto Klineberg Intercultural and International Relations Award from the SPSSI in 2001 and the Young Investigator Award (conferred by the International Society of Self and Identity) in 2004 and was elected Fellow of the Association for Psychological Science and Associate of the Center for Advanced Study, University of Illinois, Urbana-Champaign.

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Edited by

Angela K.-y. Leung
*Singapore Management University*

Chi-yue Chiu
*Nanyang Technological University, Singapore*

Ying-yi Hong
*Nanyang Technological University, Singapore*




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