

The field of intercultural research received significant cross-fertilization from many academic disciplines, such as anthropology, behavioural science, communication studies, economics, linguistics, political science, psychology, sociology and, lately, neurology, with researchers starting to investigate how the function of our brain is influenced by culture. Each added welcome new insights and perspectives; alas, integrating these different perspectives into a holistic context often proved complex.

Harry C. Triandis, a social psychologist who is now a professor emeritus at the University of Illinois, embraces this complexity in his book *Culture and Social Behavior*. He uses the concepts of *emics*, culture-specific, unique elements that apply within the system of a culture but do not offer much value when contrasting different ones, and *etics*, universal cultural elements whose study helps in finding and formulating cross-cultural generalizations.

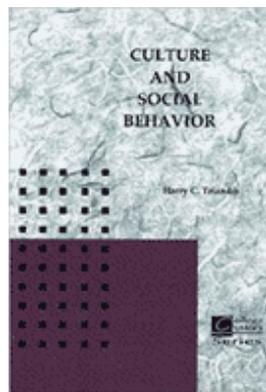
The important point, the author argues, is to find *convergence* between different methods of understanding reality. Triandis suggests this approach as a foundation for both, understanding and comparing cultures. Even concepts that translate easily across languages, he warns, do not have identical meanings, so one

must pay attention to many aspects when aiming to analyze subjective culture.

Two chapters of the book serve to explore this in greater detail, offering an integrative overview across a wide range of related research. Subsequent chapters analyze cultural differences in social behavior, from social relations and communication to aggression, helping, dominance and conformity. The final chapters of the book discuss diversity, intercultural relations, and intercultural training.

Throughout this work, Triandis emphasizes concepts that others in the field often overlook. For instance, he contrasts loose cultures and tight ones, distinguished by their degrees of tolerance for deviation from cultural norms. This distinction is paramount when evaluating other interculturalists' models, such as the "cultural dimensions" that became popular in intercultural training since the 1980s and are still widely used. Similarly, the author highlights the need to understand intergroup relations, as opposed to interpersonal ones, in assessing stereotypes and conflict potential.

Bottom line, *Culture and Social Behavior* is a valuable resource for those looking to acquire a deeper understanding of the value, and of the caveats, of studying behaviors across cultures.



Lothar Katz is the founder of Leadership Crossroads. He has a wealth of experience in achieving productive cooperation across cultures and driving business success on a global scale. A seasoned former executive of Fortune 500 company, Texas Instruments, he regularly interacted with employees, customers, outsourcing partners, and third parties in numerous countries around the world, including many parts of Asia. Mr. Katz is the author of "Negotiating International Business" (2007) and "The Global Business Culture Guide" (2014).



Social scientists study human behavior from a variety of cultural, political, economic, and psychological perspectives, using both qualitative and quantitative approaches. They look for consistent patterns of individual and social behavior and for scientific explanations of those patterns. In some cases, such patterns may seem obvious once they are pointed out, although they may not have been part of how most people consciously thought about the world. What is considered to be acceptable human behavior varies from culture to culture and from time period to time period. Every social group has generally accepted ranges of behavior for its members, with perhaps some specific standards for subgroups, such as adults and children, females and males, artists and athletes. Culture thus closely associated with social behavior. Thus it is reflected in an individual's interactions, decision making and social interactions [6]. Exposure impacts on behavior. Cultural association based on machine learning for team formation. Preprint. Association between culture and behavior produce similar beliefs which lead to common principles and actions, while cultural similarity as a set of common expressions and responses. To measure cultural association among different candidates, we propose the use of a Graphical Association Method (GAM). The behaviors of candidates are captured through series of expressions and represented in the graphical form. The association among corresponding node and core nodes is used for the same. Language and Social Behavior. Existence of the code allows the representations to be transformed into signals (encoded) that can be transmitted, which in turn are transformed back into representations (decoded) by the information processing device to which it is directed. Language and Social Behavior. experimenter's messages to be governed by the Gricean maxims. From such a perspective, presenting the Happiness and Satisfaction questions in the same context would induce respondents to base their answers on the distinctive aspects of the two content domains, thereby attenuating the correlation.