# Negotiating Emotions Across Cultures
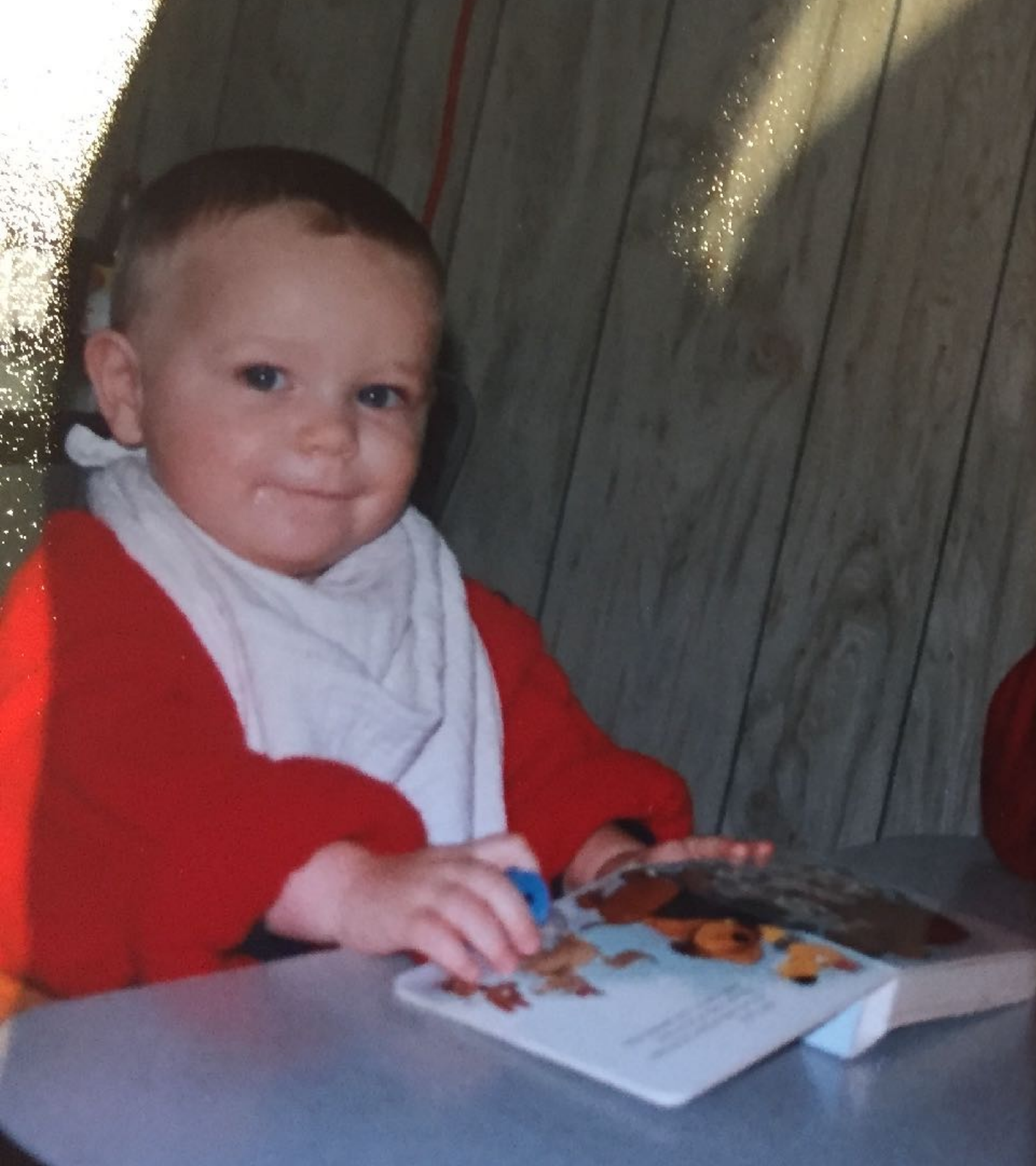## Kellogg Culture & Negotiation Conference

**Batja Mesquita**

Center for Social and Cultural Psychology, University of Leuven

**Negotiating Emotions**

All everyday attempts at influencing and/or changing other people's emotions.

## MOTHER OF DIDI (3 YRS OLD, TAIWAN)

Didi walks towards the researcher's camcorder, and is about to touch it

**"Hey, Didi! what did mommy just tell you? You do not listen...does mommy have to spank you?**

**You really don't listen......"**

**"We do not want you here. Stand back there."**

Didi cries

**"Look how ugly your face is, you don't want to be in the film that ugly"**

Didi's sister: **"Ugly monster...you should feel ashamed"**

# NEGOTIATING EMOTIONS

**1**

Emotions are social engagements

**2**

Across cultures, different types of social engagements are valued

**3**

We negotiate with others to achieve culturally valued social engagements
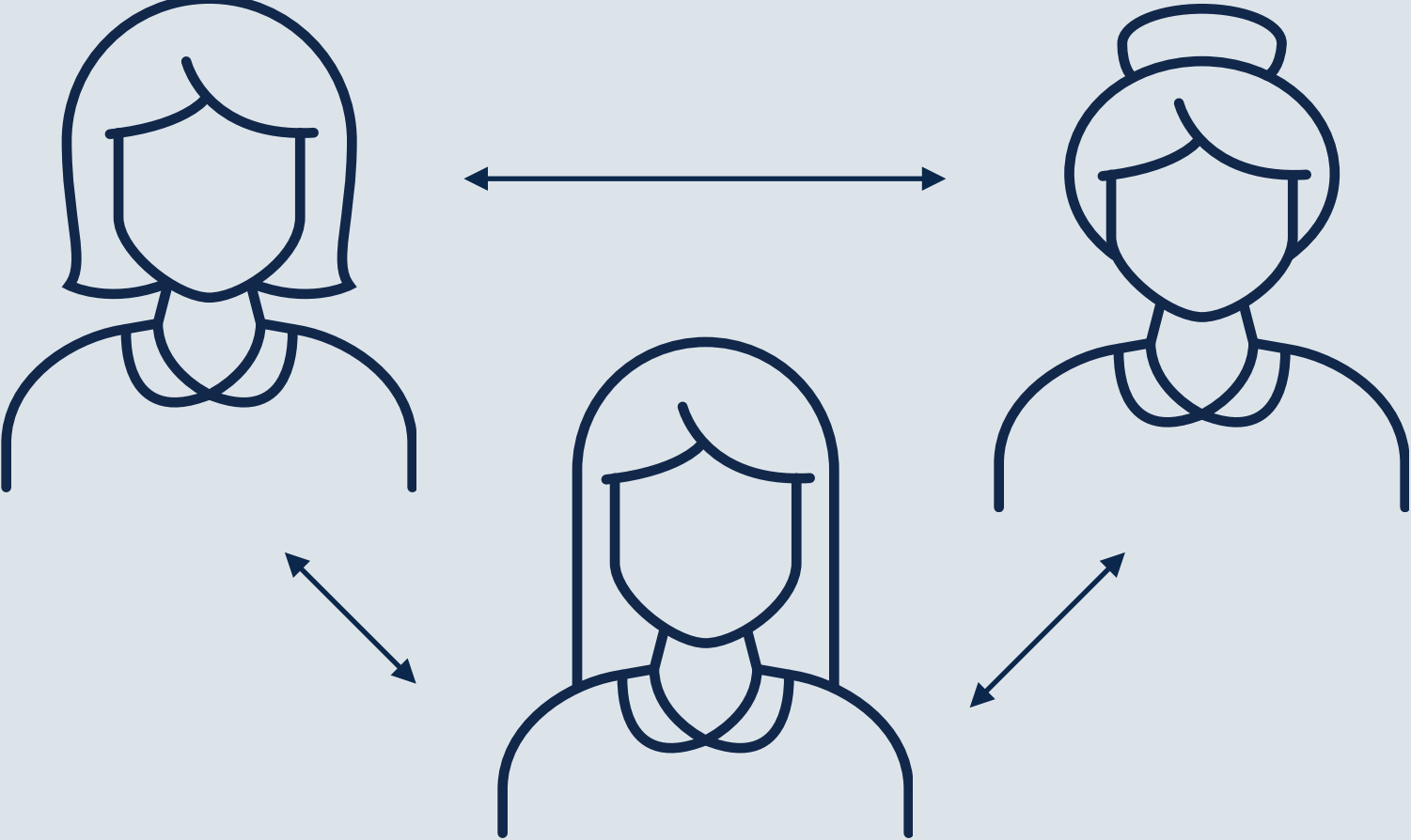
CHAPTER ONE:

# EMOTIONS WE VALUE

EMOTIONS WE VALUE

(Markus & Kitayama, 2001; Kitayama et al., 1997)

Autonomy
Self-Focused
Self-Enhancement

Independence

Relatedness
Perspective-taking
Self-criticism

Interdependence

Disengaged

Angry
Irritated
ill Feelings

Proud
Strong
Euphoric

Negative ← → Positive

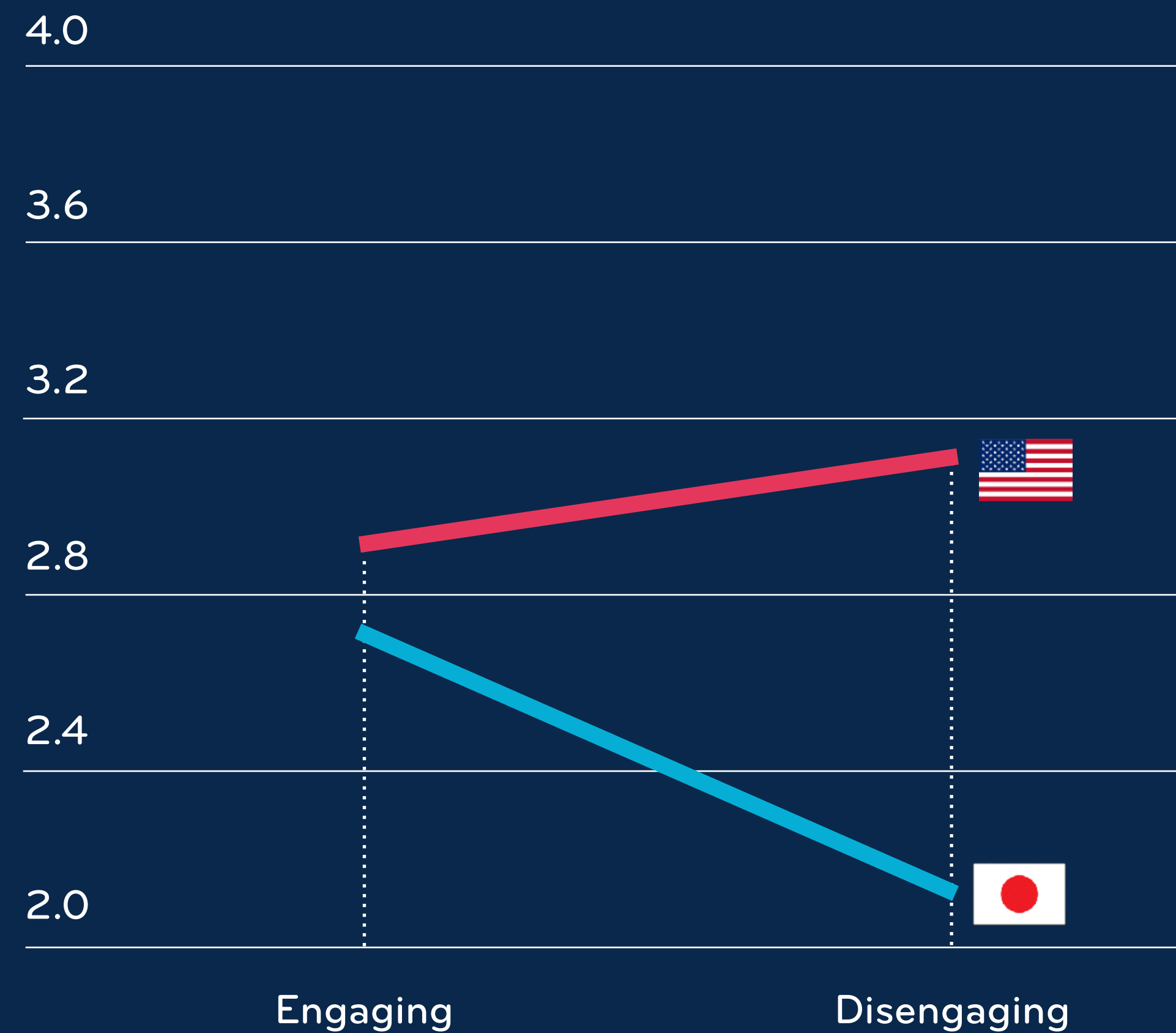Ashamed
Guilty
Indebted

Close
Respectful
Helpful
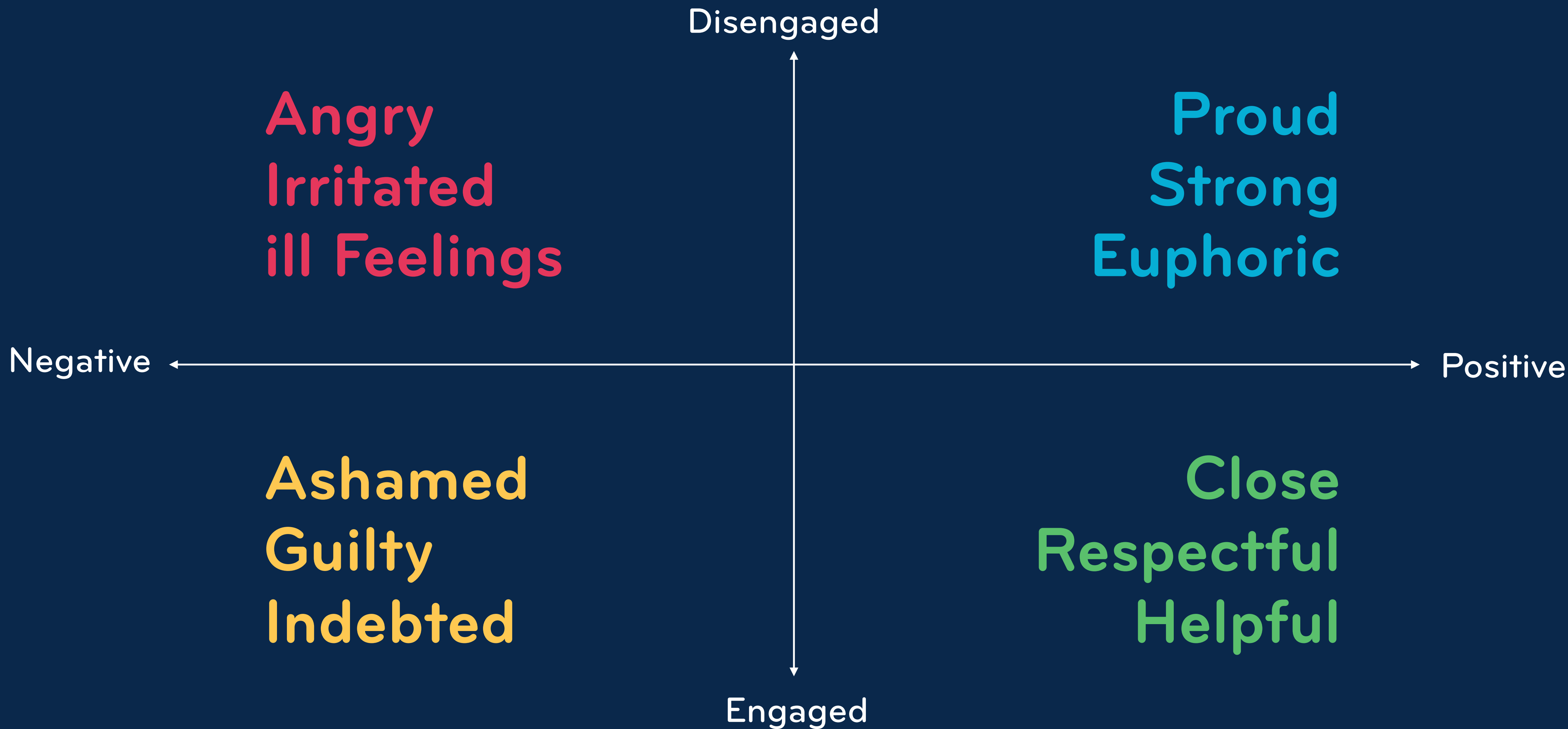
Engaged

(De Leersnyder, Koval, Kuppens, & Mesquita, 2014)

(Kitayama, Markus, & Kurokawa, 2000)

CULTURALLY VALUED EMOTIONS ARE PREVALENT

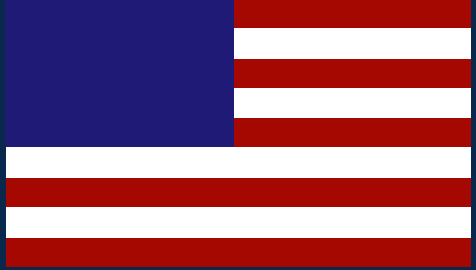(Kitayama, Mesquita, & Karasawa, JPSP, 2006)
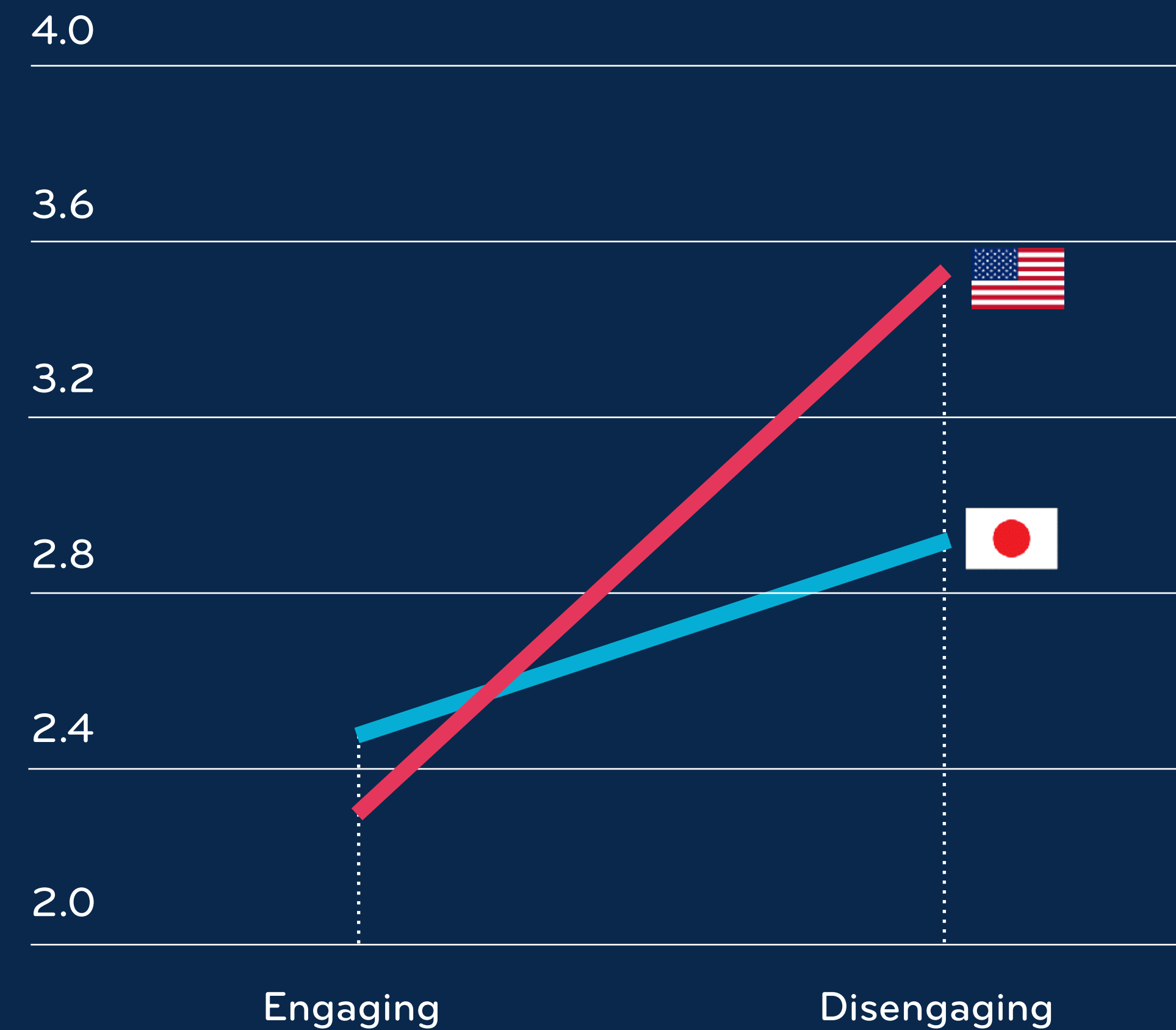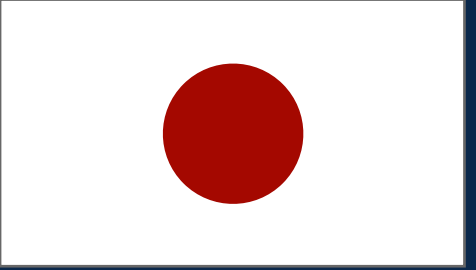
# CULTURALLY VALUED EMOTIONS
# PREDICT WELL-BEING

|  | 🇺🇸 | 🇯🇵 |
|---|---|---|
| Disengaged Emotions | 0.68 | 0.26 |
| Engaged Emotions | 0.50 | 0.60 |

EMOTIONS WE VALUE

(Schwartz, 2006)

SELF-FOCUSED

OTHER-FOCUSED

Independence
Own Goals

Helping
Loyalty

Capacity
Success

Tradition
Religion

POWER
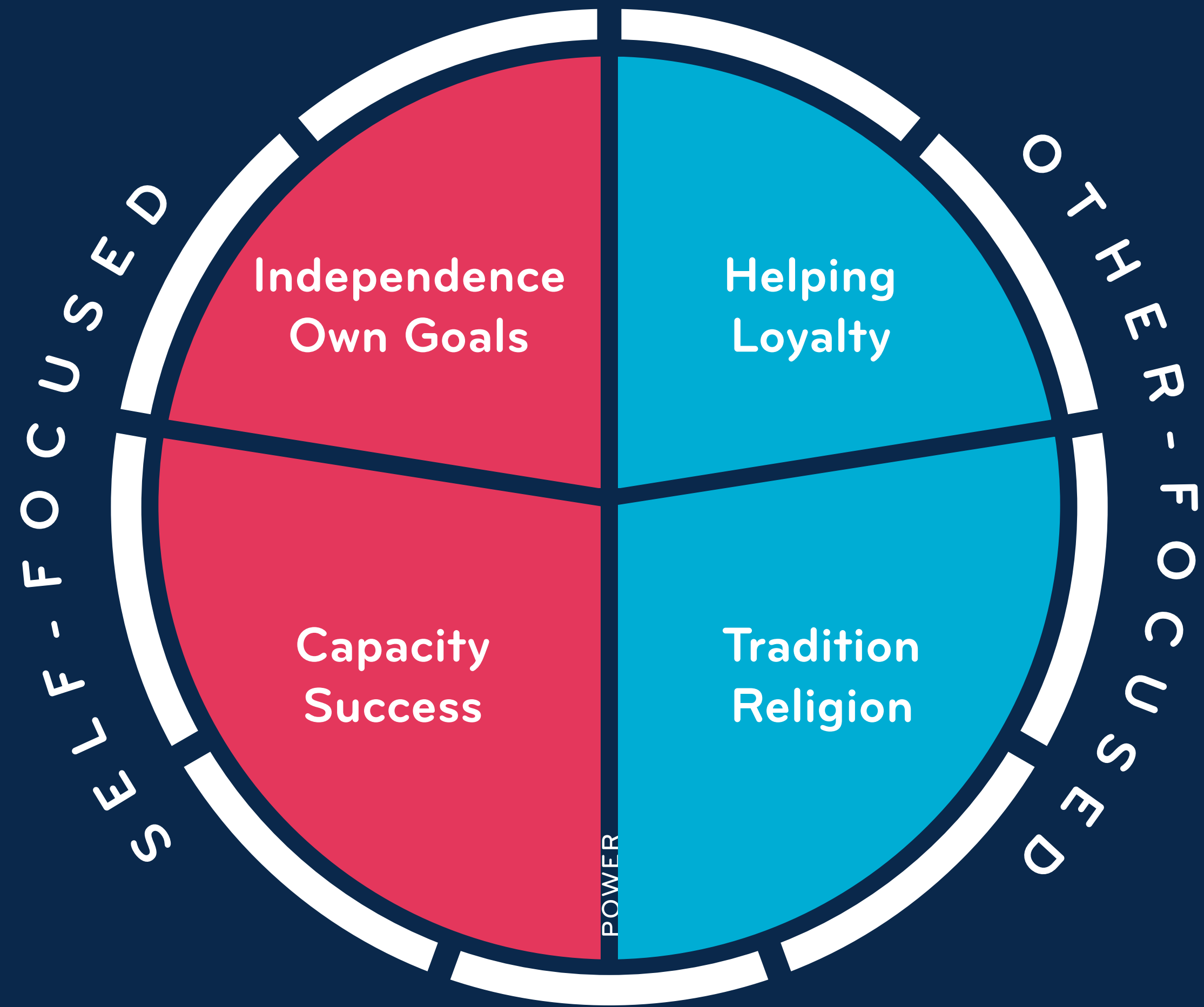
## VALUES IN SITUATION

In this situation it was impossible for me to set my own goals.

☐ A Bit True
☐ True
☐ Totally True
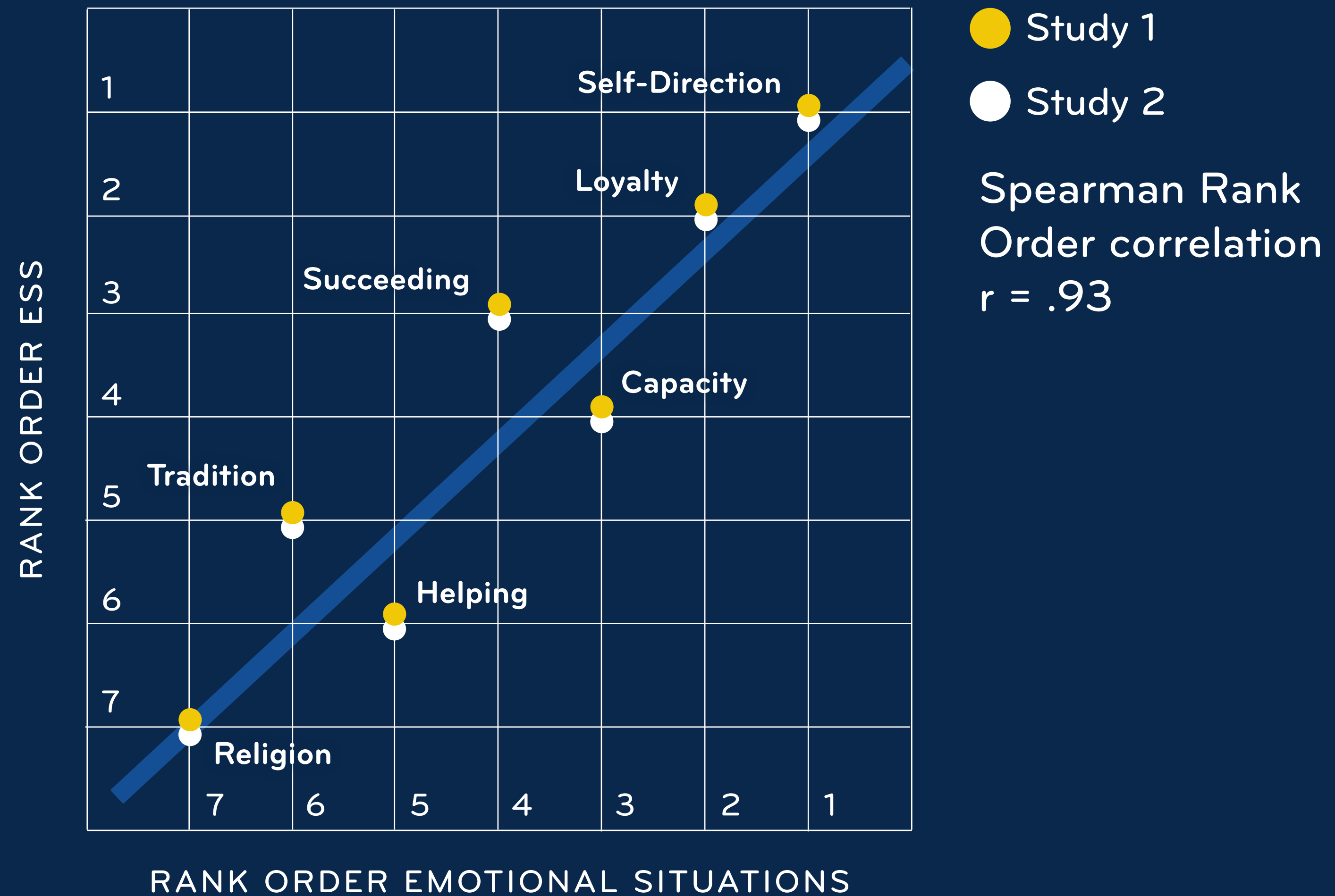
In this situation I was able to set my own goals.

☐ A Bit True
☐ True
☐ Totally True

☐ N/A

Value Relevant

Value Irrelevant

# EMOTIONS WE VALUE

● Study 1    ○ Study 2

SELF-FOCUSED VALUES

OTHER-FOCUSED VALUES

ENGAGING

DISENGAGING

TIMES MORE LIKELY

3
2
1
0
-1
-2
-3
-4
-5

LOYALTY   HELPING OTHERS   TRADITION   RELIGION

***  ***  *

***  **

SUCCEEDING   CAPACITY   INDEPENDENCE   OWN GOALS

CHAPTER TWO:

# PROMOTION OF EMOTIONS WE VALUE

省中

SAMPLE SITUATION FOR ANGER

"Ryan went to college away from home and came to see his family over the holidays. Whenever Ryan started talking about something of which he felt proud, his father changed the topic to his younger brother's football career."

PROMOTION OF EMOTION NORMS: US AND JAPAN

(Boiger, Mesquita, Uchida, & Barrett, 2013)

Anger

● U.S. Students   ● Japanese Students

Shame

Interaction: $b$ = .17, $t$ = 6.92***

$b$ = -.04, $t1$ = 1.95*
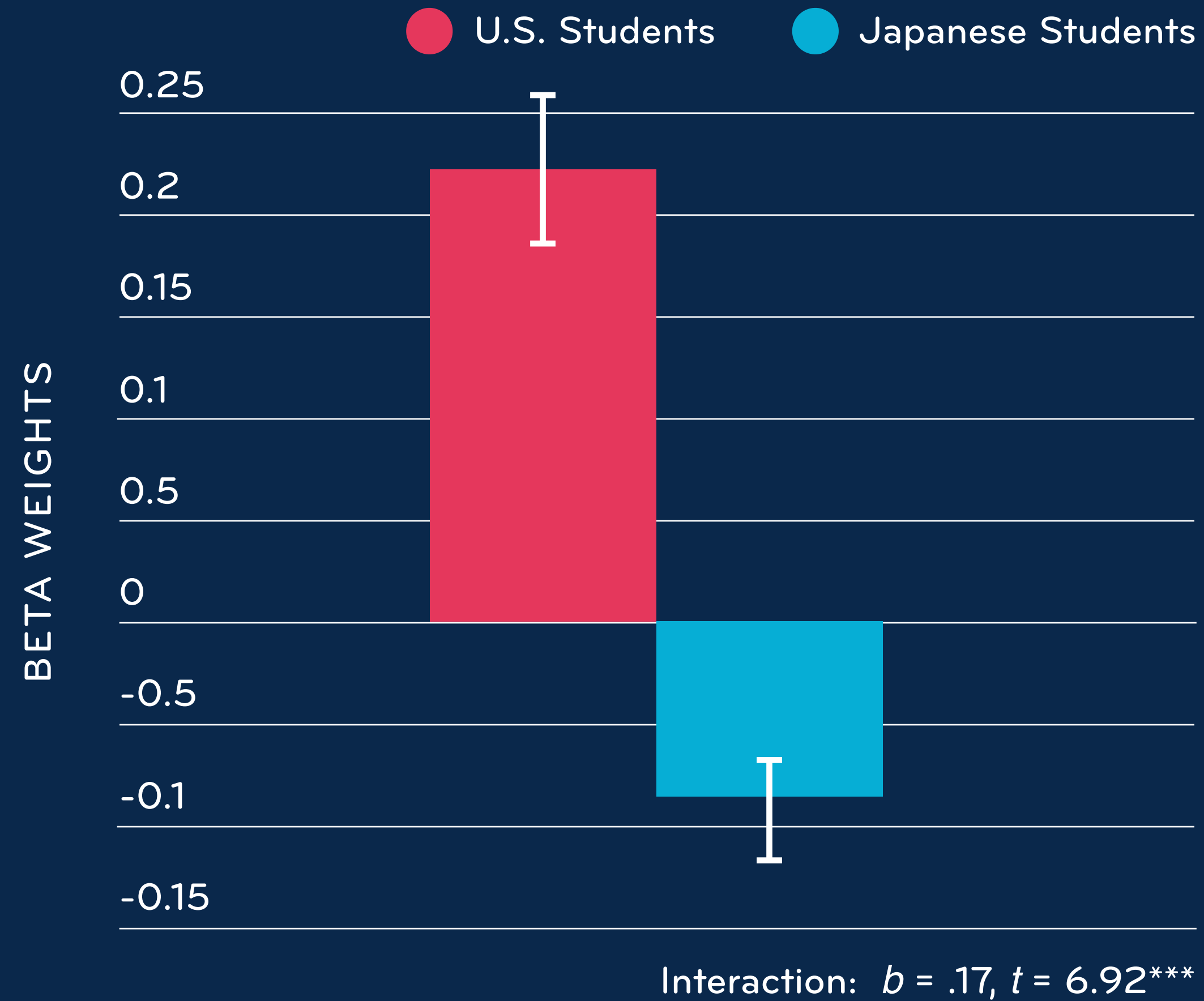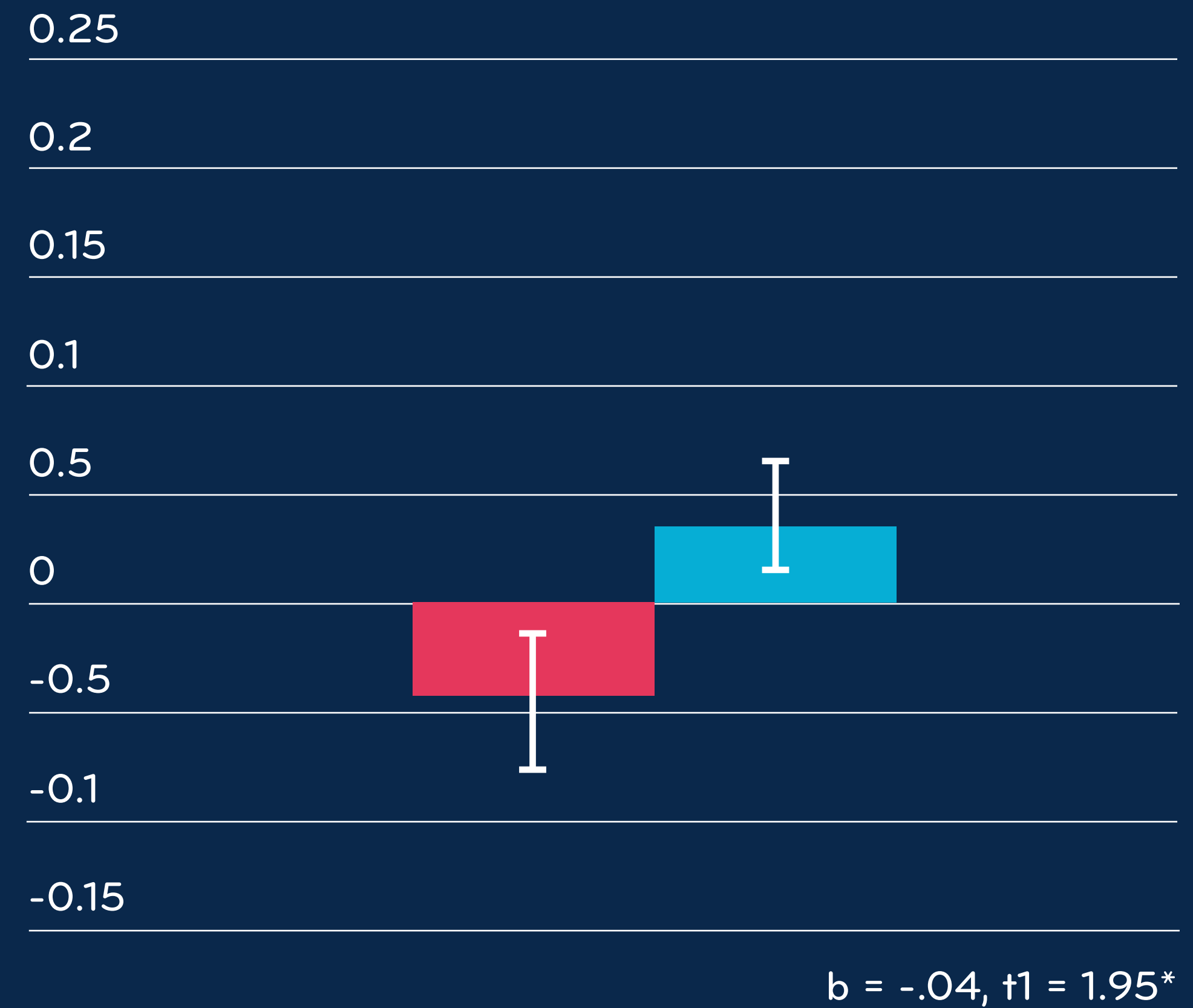
# STUDY TWO

**116**

Belgians

**58**

Couples

**160**

Japanese

**80**

Couples

**58**

Median
Female Age

**15.6**

Years

**42.5**

Median
Male Age
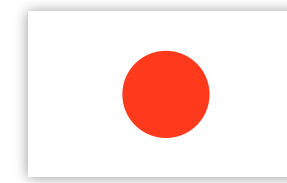
**42.2**

Median
Female Age

**15.0**

Years

**43.5**

Median
Male Age

# STUDY TWO

### ONLINE QUESTIONNAIRE



## Conflict topics in the relationship (adapted from CPI)

Relationship satisfaction (CSI-16): $\alpha$JP=.95, $\alpha$JB=.96; autonomy/relatedness

### INTERACTION (LAB)



## Neutral > Conflict topic > Positive ending

## "Conversation like at home"

## 10 min (recorded partners frontally / overview)
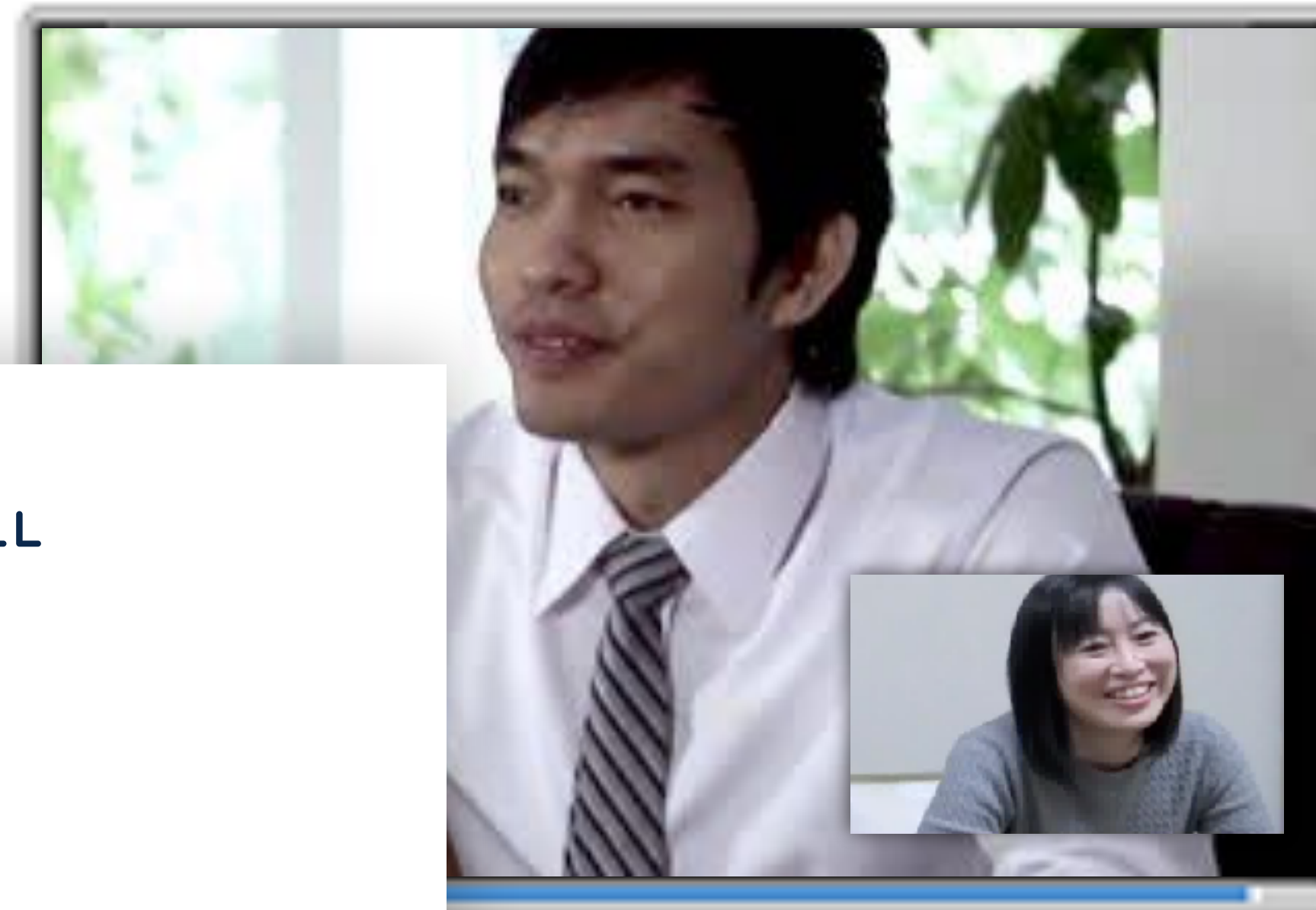
**VIDEO-MEDIATED RECALL**
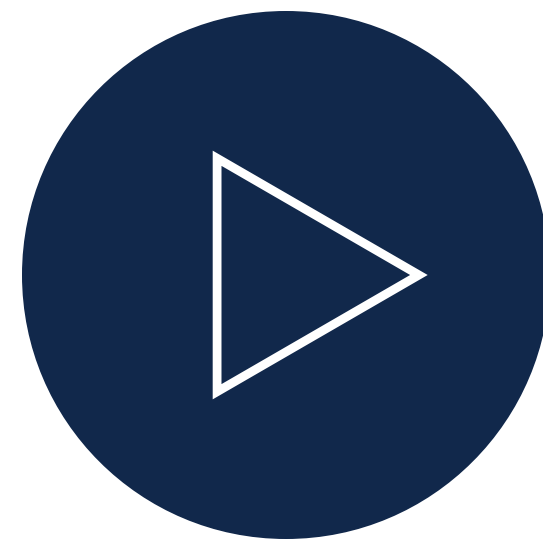
Played video of partner / participant (PiP)

Video stopped every 30 sec

Rated intensity of 12 emotions

n ervaren hebben tijdens het gesprek met uw partner. U kan aangeven in welke mate u zich
maal niet ervaren) tot 6 (helemaal wel ervaren). Antwoord alstublieft spontaan. Er zijn geen juiste of
selecteert u "helemaal niet".

| (me) ... voelde | Helemaal niet | | | Enigszins | | | Heel erg |
|---|---|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| schuldig | 0 | 1 | 2 | 3 | 4 | 5 | 6 |

PERSON-CENTERED DATA – PARTICIPANT 20072

(Boiger, Kirchner, Uchida, & Mesquita, in prep)
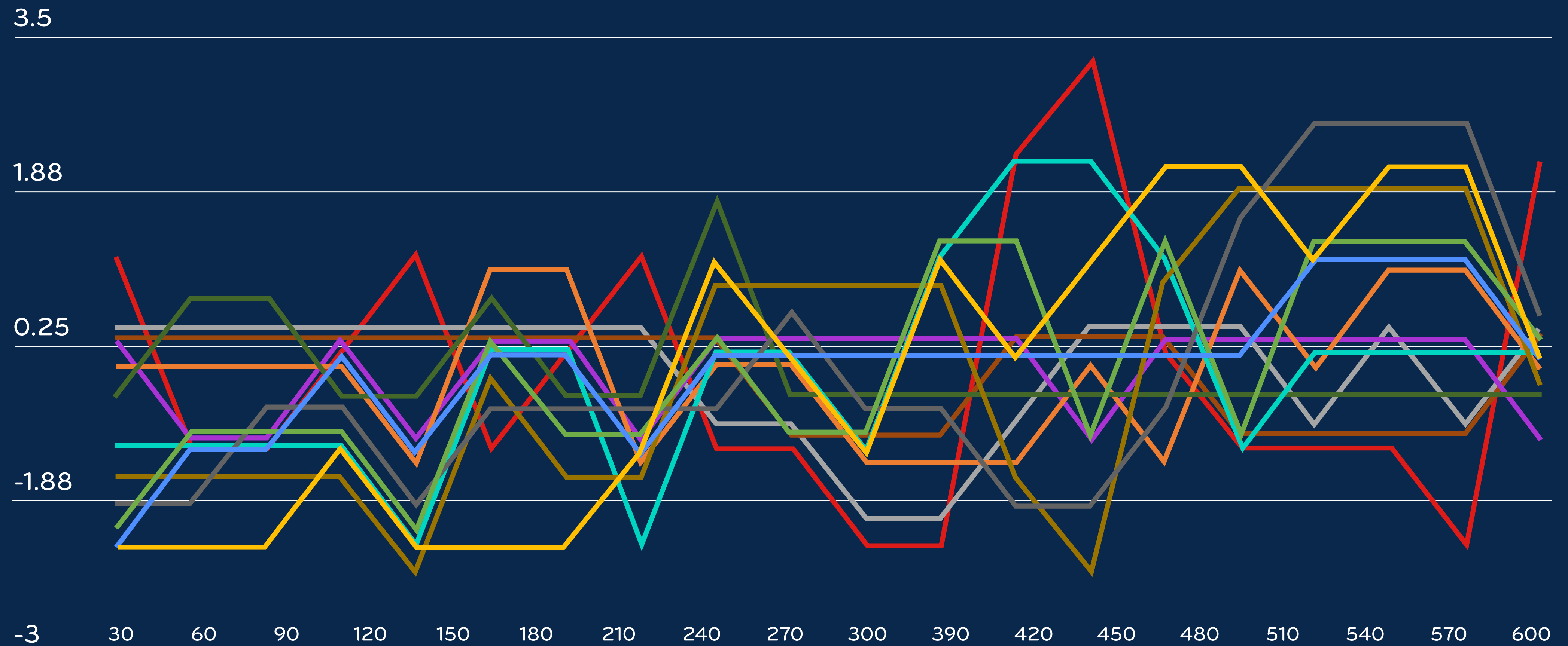
Legend:
- Empathy for my partner
- Afraid hurt partner
- Resigned
- Hurt
- Guilty
- Annoyed
- Strong
- Calm
- Worried
- Embarrassed
- Amae
- Aloof

INTERACTIONS GRAVITATE TOWARDS VALUED EMOTIONS

(Boiger, Kirchner, Schouten, Uchida, & Mesquita, in prep)

BELGIUM

JAPAN

FEMALE PARTNER

Aloof
Annoyed
Hurt
Resigned
Embarrassed
Worried
Guilty
Afraid-hurt
Amae
Strong
Calm
Empathy

Empathy Calm Strong Amae Afraid-hurt Guilty Worried Embarrassed Resigned Hurt Annoyed Aloof

MALE PARTNER
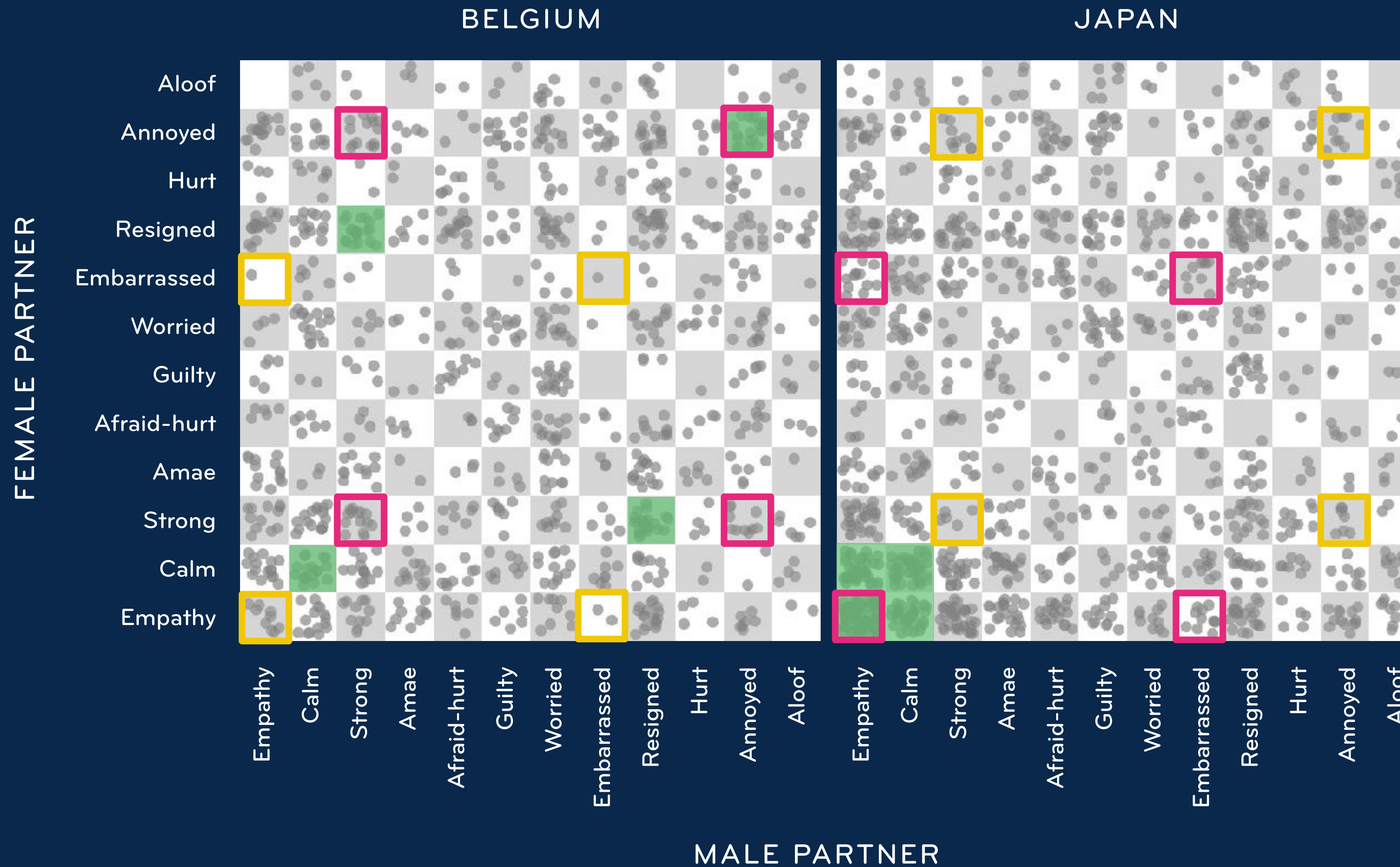
Note. Green cells show attractor states inductively derived by winnowing for an H-proportion drop ≥ .30 (Hollenstein, 2012). Red boxes show emotional states that were significantly more common in the respective culture.

CULTURAL FIT PREDICTING RELATIONAL OUTCOMES/IDEALS

(Boiger, Kirchner, Schouten, Uchida, & Mesquita, in prep)

COUPLE

JAPANESE AVERAGE

FEMALE PARTNER

MALE PARTNER

Calculated correlation of individual SSG with culture-average (proportion of events per cell)

INTERACTIONS GRAVITATE TOWARDS VALUED EMOTIONS

(Boiger, Kirchner, Uchida, & Mesquita, in prep)

COUPLE

r (Fisher-Z) = .34

Calculated correlation of individual SSG with culture-average (proportion of events per cell)
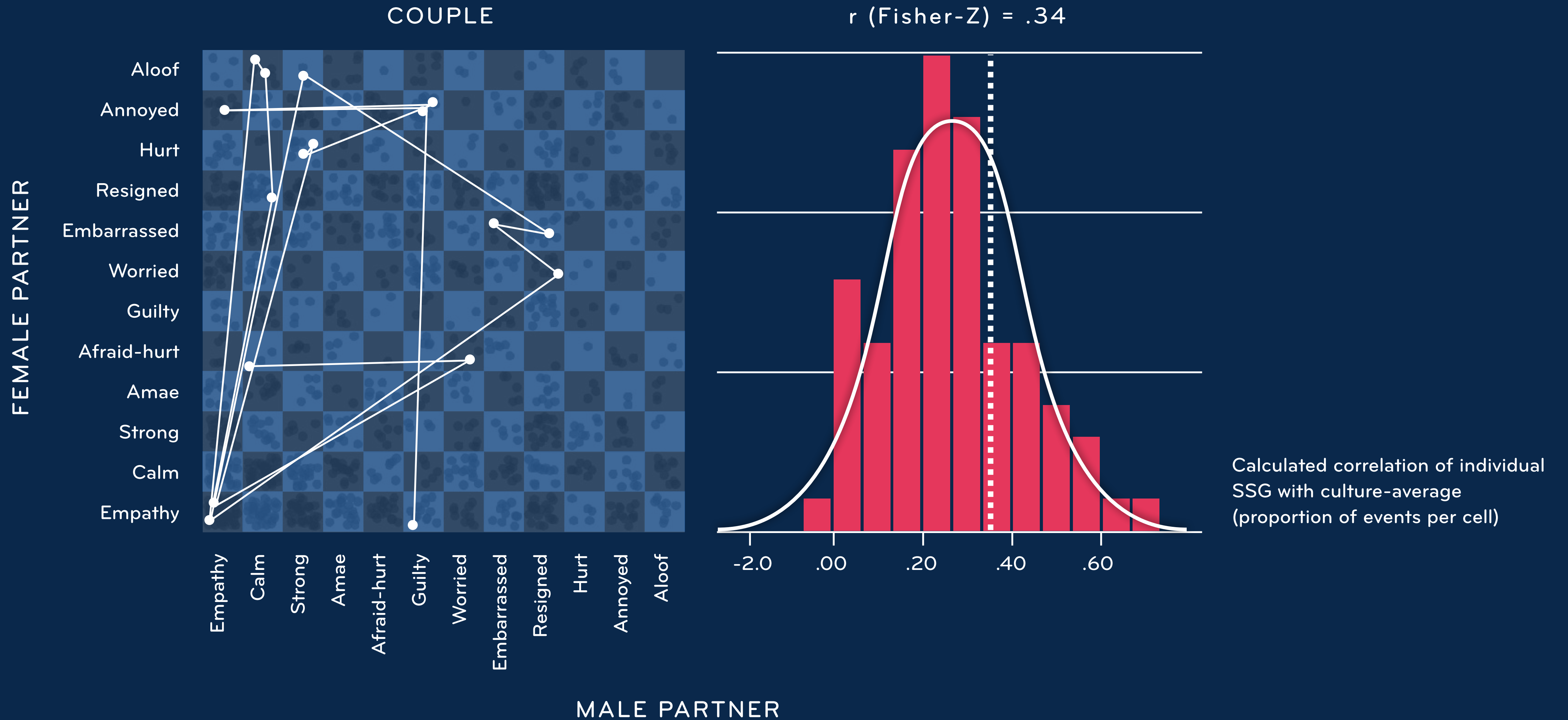
# EXPERIENCING CULTURALLY FITTING EMOTIONS IS BENEFICIAL

| | BELGIUM | JAPAN |
|---|---|---|
| Couple Satisfaction Index | .39** | .06 |
| Emotional Support | .32* | .09 |
| Sympathy for Partner | .11 | -.06 |
| Autonomy | .34* | .16 |
| Relatedness | .01 | .08 |

Note. Correlations with fit index (Fisher-z transformed correlations between individual and cultural average SSG).

# Across cultures, social interactions produce systematically different affect/emotions

The most prevalent states — the states to which our interactions return — are culturally valued

# COLLABORATORS

**MICHAEL BOIGER**

University of Leuven

**ALEX KIRCHNER**

University of Leuven

**JOZEFIEN DE LEERSNYDER**

University of Leuven/
University of Amsterdam

**YUKIKO UCHIDA**

Kyoto University

**SHINOBU KITAYAMA**

University of Michigan

**MAYUMI KARASAWA**

Tokyo Woman's Christian
University

**ALEXANDRA FREUND**

University of Zurich

THANK YOU