Cross-Cultural Psychology is a leading textbook offering senior undergraduate and graduate students a thorough and balanced overview of the whole field of cross-cultural psychology. The team of internationally acclaimed authors presents the latest empirical research, theory, methodology and applications from around the world. They discuss all domains of behavior (including development, social behavior, personality, cognition, psycholinguistics, emotion and perception), and present the three main approaches in cross-cultural psychology (culture-comparative, cultural and indigenous traditions) as well as applications to a number of domains (including acculturation, intercultural relations and communication, work and health). With new additions to the writing team, the third edition benefits from an even broader range of cross-cultural perspectives. Now in two-colour, the format is even more reader-friendly and the features include chapter outlines and conclusions, further reading and an updated glossary of key terms. This edition also offers an accompanying website containing additional material and weblinks.

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Dedicated to our partners in life
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Additional Topics in cross-cultural psychology can be found on the website accompanying this book: www.cambridge.org/berry.

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Preface to the third edition

The earlier editions of this text (Berry, Poortinga, Segall and Dasen, 1992, 2002) were accompanied by another textbook written by the same four authors: Human behavior in global perspective: An introduction to cross-cultural psychology (Segall, Dasen, Berry and Poortinga, 1990, 1999). That text was intended to meet the needs of students who had little prior exposure to psychology or anthropology. However, for the third edition of the present text, there is no longer a parallel book to present these complementary materials. As a result, some of the issues and findings from this other text have been reflected into this edition.

Since the publication of the first edition of this textbook in 1992 (and of the second edition in 2002), there has been massive growth and diversification in the examination of the relationships between cultural and behavioral phenomena. There has been substantial growth in the comparative examination of culture–behavior relationships, which has been traditionally known as cross-cultural psychology. Some other developments have focussed on these relationships within cultures, where the concept of cultural psychology has been resurrected and redefined. Another development has been the rise of interest in indigenous psychology, where local, culturally important perspectives on the study of behavior have been advanced. A third development has been the concern with issues of cultural diversity in many culturally plural societies. The cultural, indigenous and the diversity interests all have increasingly evolved toward comparative research and interpretation, leading to some convergence within the field of cross-cultural psychology. One important goal of this text is to bridge these diverse approaches found in the literature. We have tried to take seriously the broad range of orientations found in the psychological study of culture–behavior relationships. However, we do not attempt to provide a single integrated viewpoint.

A second important goal of this text has been to include research carried out across as wide a range of cultural contexts as possible, drawing materials published in English, from many parts of the world. One consequence of this wide casting of the net is that there is an obvious variation in the development and display of behavior in these distinct cultures. However, such a global breadth also provides the possibility of discovering pan-human regularities in basic psychological processes that are shared across these highly variable cultures.
Preface to the third edition

While presenting these various perspectives and findings from different cultures, we nevertheless are explicit about our own position on issues of methodology and theory. This position we refer to as *moderate universalism*, a perspective that is based on evidence for the presence of pan-human basic psychological processes, which are developed and displayed in highly variable ways across cultures.

In this third edition, we have retained the overall structure of previous editions. An introductory chapter lays out some of the basic concepts and tools of the field, serving as an initial presentation of those theories and methods that are required to understand the material that follows. In Part I, we present a survey of the empirical evidence drawn from comparative studies of human behavior across cultures in a number of domains, ranging from development, through social behavior, personality to cognition, emotion, language and perception.

Part II delves further into the bases of our discipline, linking the research we do to our roots in the disciplines of cultural anthropology and biology. These materials establish our claim to be both a cultural science and natural science. The presentation of the links and the interplay between these two traditions establishes our claim to a comprehensive approach to culture–behavior relationship, rather than taking one or the other stances. A third chapter in this Part returns to some of the theoretical and methodological issues initially outlined in Chapter 1. Armed with knowledge from the survey of the empirical evidence from Part I, and with the concepts and findings from our two cognate disciplines in Part II, we now examine in more depth some of the key issues and debates in the study of culture–behaviour relationships.

Part III contains chapters that are essentially applied in character, drawing on many of the findings and ideas presented in Parts I and II. They introduce some new empirical domains and issues, all concerned with “real life” matters such as acculturation, intercultural relations and communications, work organizations and health. The purpose of this Part is to show that our discipline is more than a compilation of empirical findings, theories and methods. These can be used to examine, and possibly improve, the lives of peoples as they carry out their daily activities in their increasingly interconnected and complex cultural settings. A final chapter is devoted to an examination of how cross-cultural psychology might develop further in order to take culture more seriously into its scope of work. It raises questions concerning how our efforts might contribute to a better understanding of personal and national development, and to further internationalizing the discipline so that it breaks out of the constraints of a science largely dominated by one cultural region of the world.

In this third edition, we have continued with a glossary of key terms, as a guide to the various concepts used in the text. These terms are placed in bold when they appear for the first time in the text. We have also added links to materials placed on the Internet, some of which have been “archived” from the second edition. These can be accessed at www.cambridge.org/berry. For a full list of additional topics, please see pages xviii–xix.
The two previous editions of this textbook were written by a team of four authors: John Berry, Ype Poortinga, Marshall Segall and Pierre Dasen. Marshall and Pierre did not wish to participate in a new edition, but we sincerely acknowledge their earlier contributions which continue to influence the present edition.

We would also like to express our appreciation to the following colleagues who agreed to read draft chapters and to provide comments: Juri Allik, Ajit Dalal, Pierre Dasen, Ron Fischer, Johnny Fontaine, Heidi Keller, Dan Landis, Chan Hoong Leong, Walter Lonner, Malcolm MacLachlan, Lee Munroe, Anu Realo, Peter Smith, Junko Tanaka-Matsumi, Fons van de Vijver and Colleen Ward.

We also acknowledge the dedicated copy-editing of Julene Knox; her work was both perceptive and precise.

In the first edition we mentioned how the textbook profited from a stay at NIAS (Netherlands Institute for Advanced Studies) by both Berry and Poortinga. The present edition has similarly benefited from a second period at NIAS granted to Poortinga.

As for the previous editions the preparation of the bibliography has been in the hands of Mr. Rinus Verkooijen of Tilburg University. For this edition we also profited from the assistance of Michael Bender and Ms. Cristina Perdomo Mosquera.