

PERSONALITY, VALUES, CULTURE

Humans are complex social beings. To understand human behavior, an integrated perspective is required – one that considers both what we regularly do (our personality traits) and what motivates us (our values).

Personality, Values, Culture uses an evolutionary perspective to look at the similarities and differences in personality and values across modern societies. Integrating research on personality and human values into a functional framework that highlights their underlying compatibilities (driven by shared genetic and brain mechanisms), Fischer describes how personality is shaped by the complex interplay between genes and the environment, both over the course of human evolution and within the life span of individuals. He proposes a gene-culture coevolution model of personality and values to explain how and why people differ around the world and how genes, economics, social conditions, and climate jointly shape personality.

Ronald Fischer is a Reader at Victoria University of Wellington, New Zealand. He is Associate Editor of *Applied Psychology: An International Review* and serves on the editorial boards of a number of psychology and business journals. He has published more than 100 articles in psychology and related disciplines. He coauthored the second edition of *Understanding Social Psychology across Cultures* (2013) and has received a number of awards and prizes, including the Otto Klineberg Intercultural and International Relations Award, the Gordon Allport Intergroup Relations Award, and the Best Paper with International Application Award from the Academy of Management.

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As an increasing number of social scientists come to recognize the pervasive influence of culture on individual human behavior, it has become imperative for culture to be included as an important variable in all aspects of psychological research, theory, and practice. Culture and Psychology is an evolving series of works that brings the study of culture and psychology into a single, unified concept.

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Personality, Values, Culture

An Evolutionary Approach

Ronald Fischer

Victoria University of Wellington



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