

The Oz Moment: Cultural Learning and the Intuitive Mind

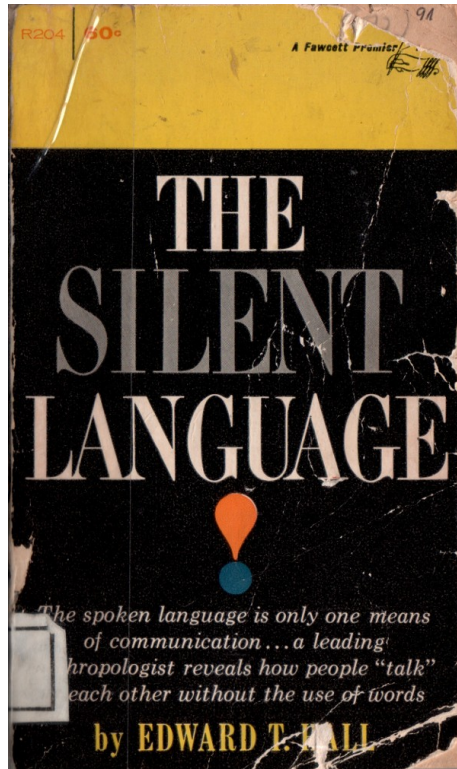


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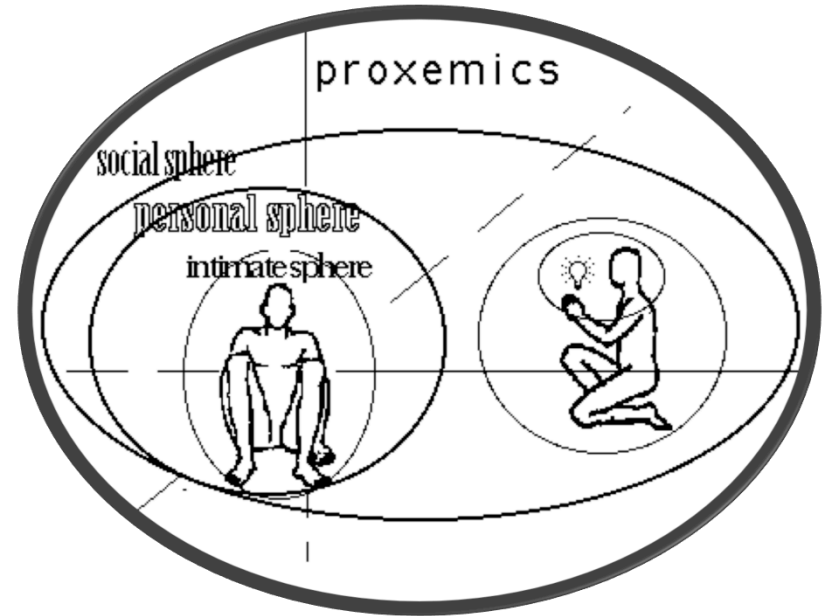
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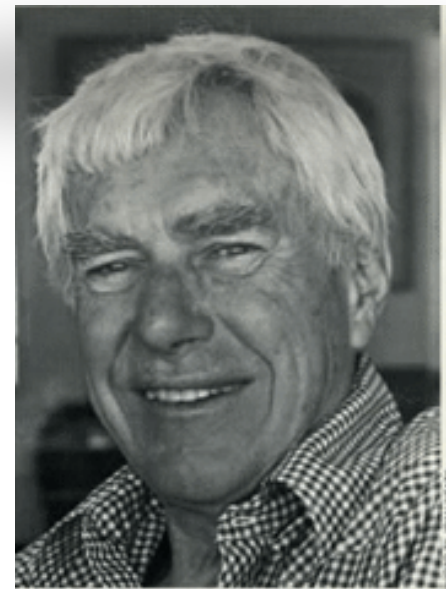


1959



“The important part of culture exists safely hidden below the level of conscious awareness.”

Edward T. Hall (Beyond Culture)





Cultural and social neuroscience

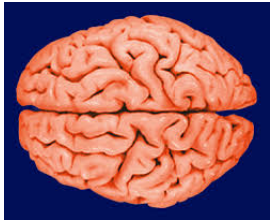
Cultural neuroscience . . . seeks to explain how neurobiological processes such as genetic expression and brain function, give rise to cultural values, practices, and beliefs as well as how culture shapes neurobiological processes across macro- and micro-time scales.

Joan Chiao

Social neuroscience is the product of the integration of neuroscience (particularly neuroimaging), cognitive science and social sciences (particularly social psychology), and it allows one to investigate the complex and dynamic representation of social interaction in the brain's neural states. The field aims to uncover the neural underpinnings of social processes, such as mental attribution, empathy and moral judgment.

Han & Northoff₃

Cognitive neuroscience
is providing us with a
new view of the
relationship between
culture and mind . . .



Three brains, two minds, one person,



The brain was shaped by millions of years of evolutionary biology. It has a triune (three-part) structure related to different stages of evolution. Enfolded in the human brain are the **reptilian**, **mammalian** and **primate** (neo-cortex) brains.

Mind refers to mental experience made possible by cognitive function. It includes wakefulness, attention, feeling, intuition, consciousness and conscious thought. Cultural patterns are configured into the cognitive processes that produce mind. i.e. Our mind is shaped by culture.

The mind was also shaped by evolutionary biology. It evolved an ability to carry out routine tasks (even complex ones) without conscious awareness (**intuitive mind**). Conscious thought evolved to cope with novel situations and solve problems through the manipulation of mental images (**attentive mind**).



Culture and our three brains

We are animals that think. We have basic instincts and drives, (we experience hunger – reptile brain), learn complex tasks to satisfy them (bake cookies – neo-cortex), are driven by emotion (get upset if they burn – limbic system), and think abstractly and morally about what we do (decide to eat salad the next day – neo-cortex).





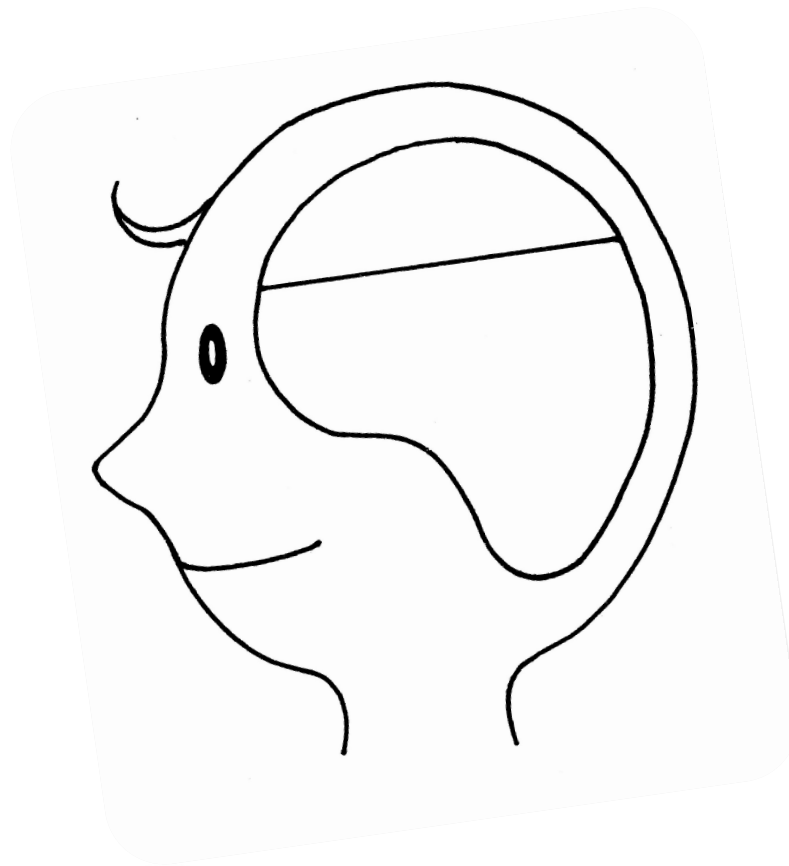
Culture and our three brains



Cultural patterns are integrated into all areas of brain function. That is why our heart races when we hear “I love you” or if we see our flag burned, why we can get excited by an idea, or angry if someone steals our money, even though “love” “flag” “idea” and “money” are primarily mental phenomena.



Two minds



Unconscious cognition

Mental processes that are inaccessible to consciousness but that influence judgments, feelings or behavior.

Timothy Wilson

*The mind operates most efficiently by relegating a good deal of high-level, sophisticated thinking to the unconscious, just as a modern jumbo jetliner is able to fly on **automatic pilot** with little or no input from the human “conscious” pilot.*

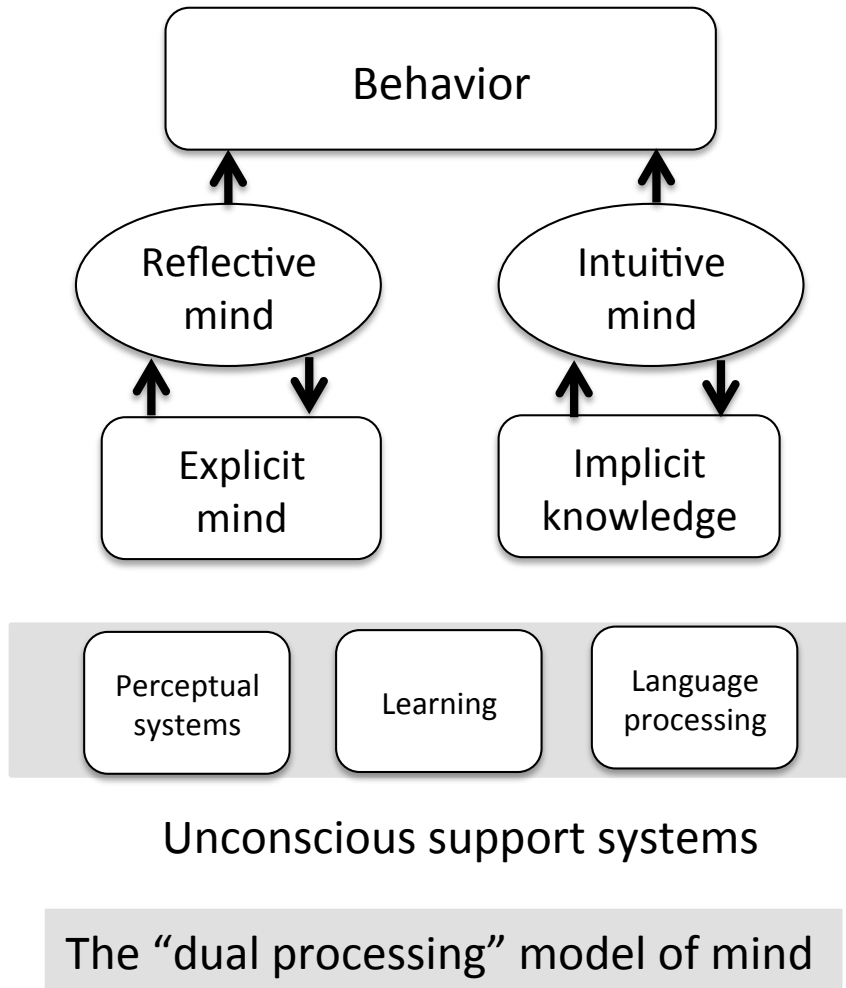
Timothy Wilson

*The **adaptive unconscious** is part of the **architecture of the mind** that is inaccessible to conscious awareness. People can no more observe how they are **unconsciously categorizing their environments**, setting goals, and generating intuitions than they can **observe how their kidneys work**.*

Timothy Wilson

Deep Culture Configuration

Deep Culture Configuration
Shared meaning, scripts and schema needed to interact successfully within a community.



Adapted from Evans, 2010

Édouard Claparède



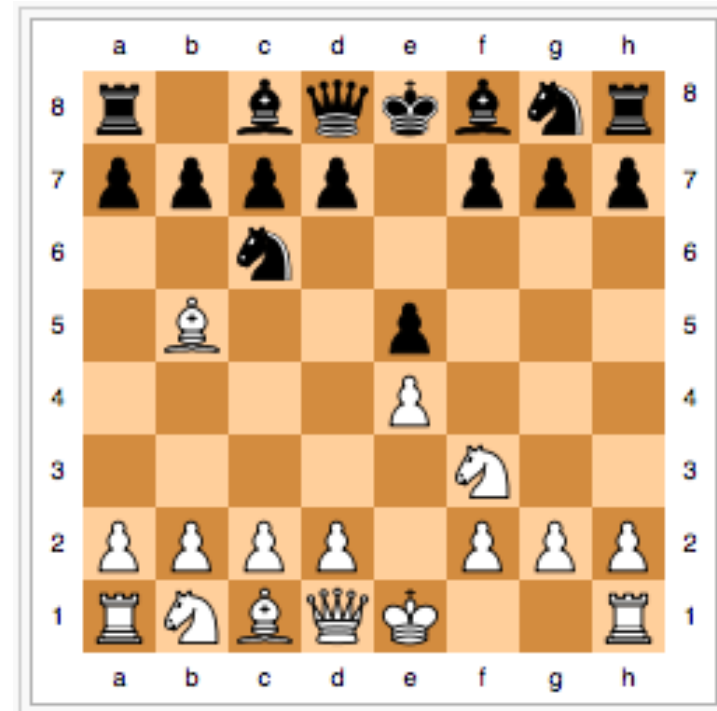
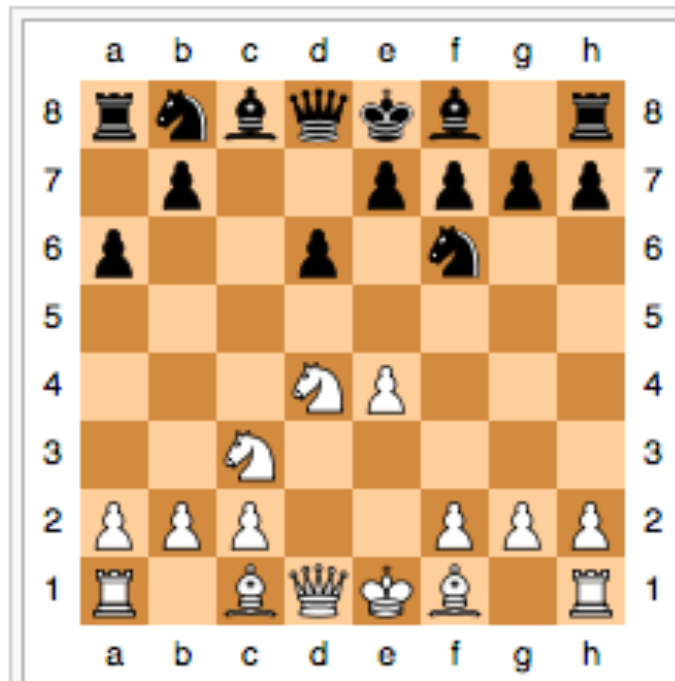
Claparède pricks
amnesia patient when
shaking hands

Patient later refuses handshake
despite no conscious memory

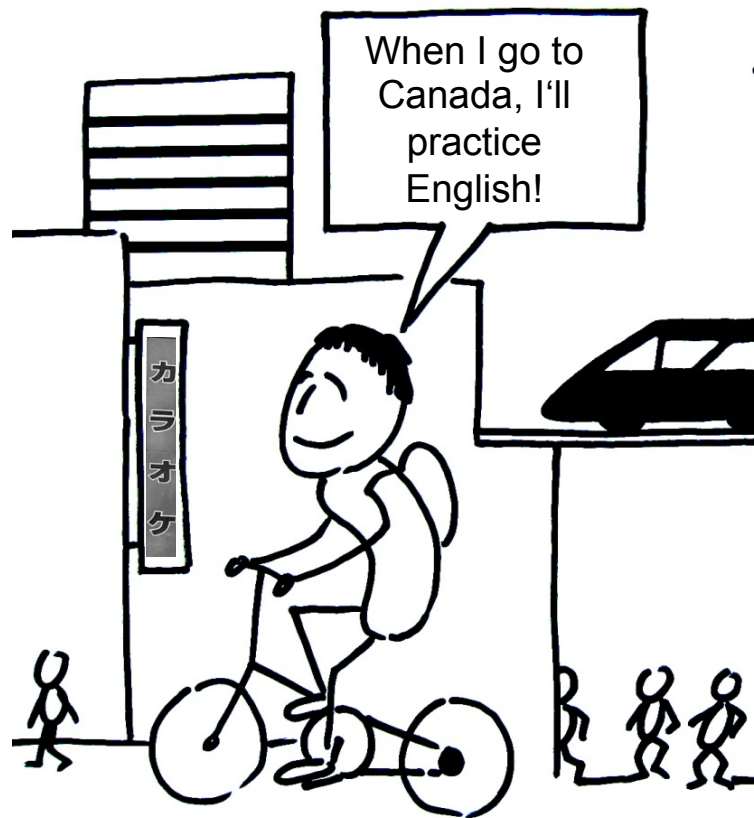


Pattern recognition . . .

Which is the Sicilian defense Najdorf variation?



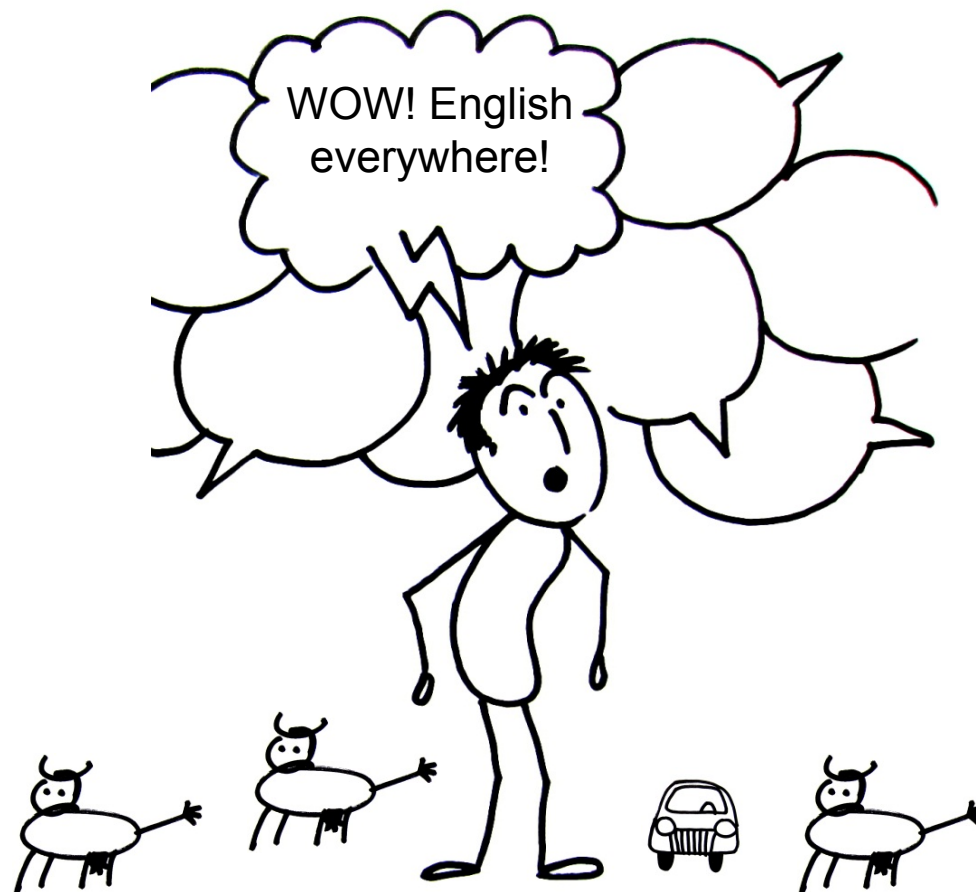
Intercultural experiences
affect us at two levels of
self – conscious and
unconscious



Japan

Kentaro goes to Canada . . .

Canada



The Oz Moment



I've a feeling we're not
in Kansas anymore,
Toto!

Oz Moment



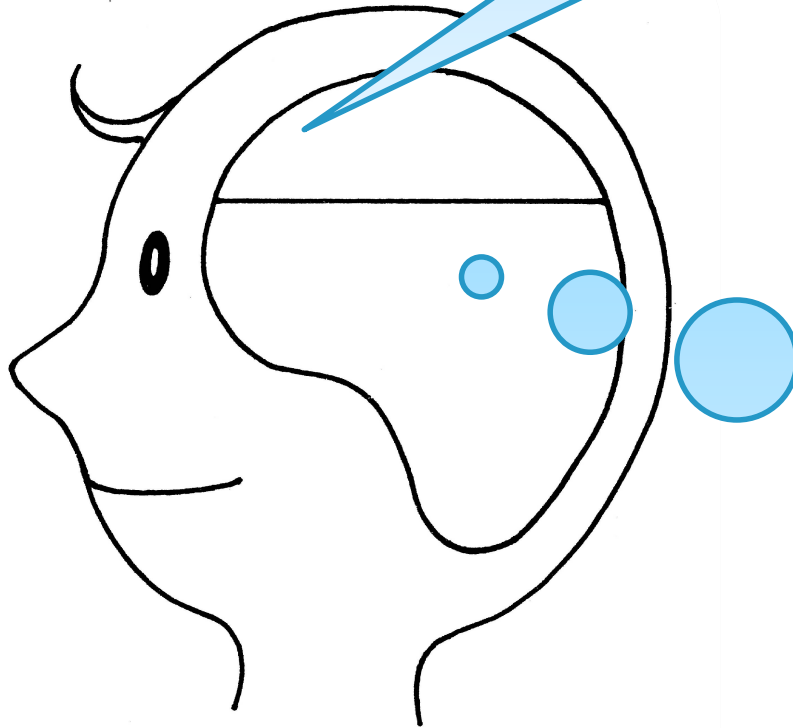
“I’ve a feeling I’m not in California anymore!”



Monitor your
minds

Attentive mind

Wow! Lots of vending machines!
Why so many? People must be busy!
Not eco! Honest country!



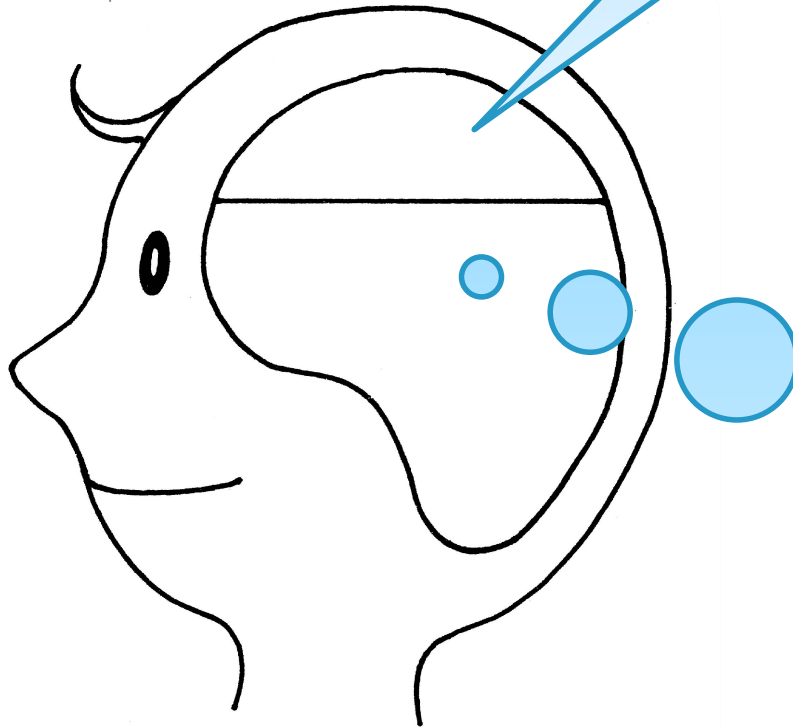
Intuitive mind

Notice them!
Interpret them!
Judge them!

Our two minds

Attentive mind

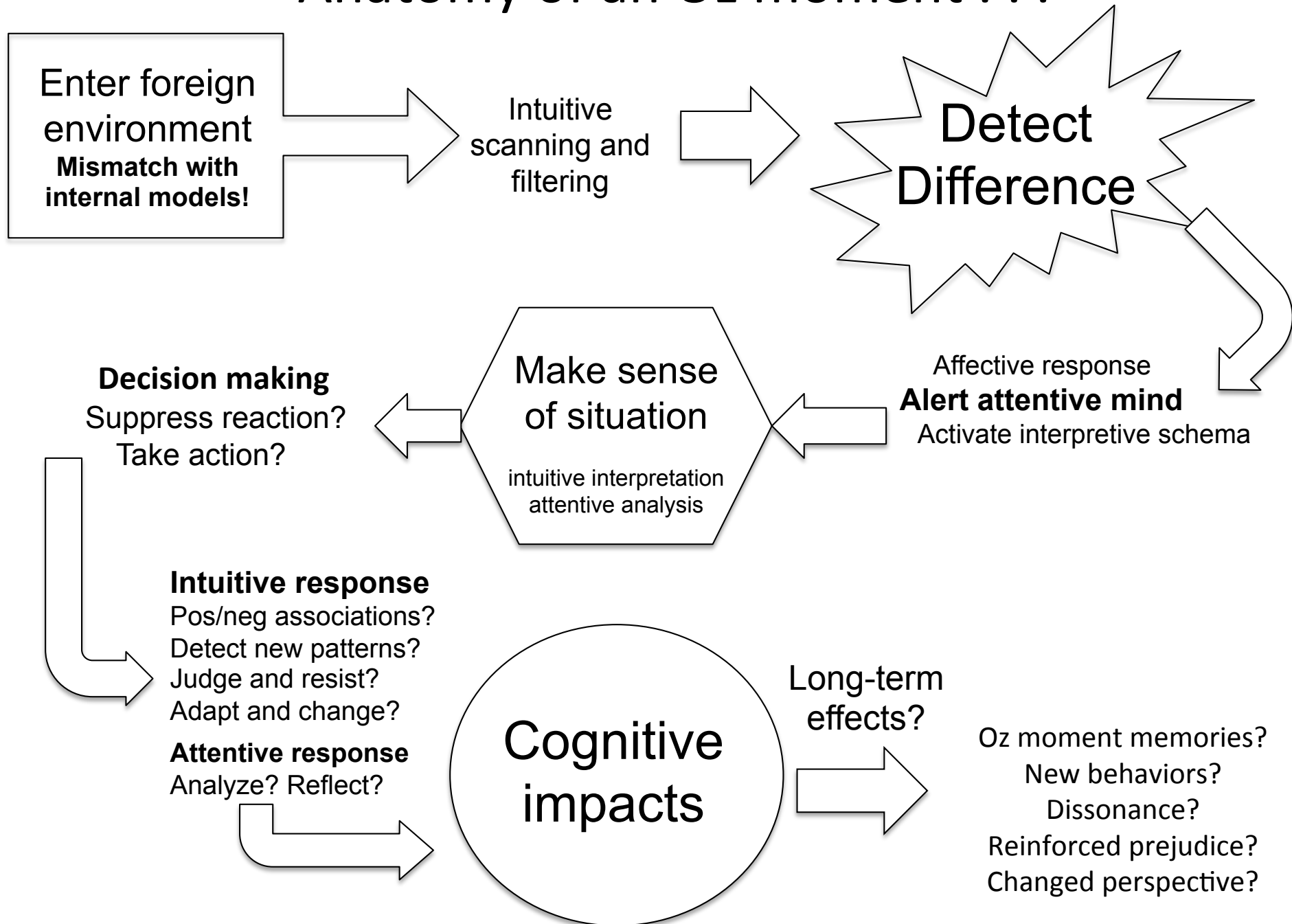
internal dialogue
problem solving
conscious planning
abstract thinking
focused attention



Intuitive mind

pattern detector
implicit learner
information filter
feeling evaluator
goal setting
habitual processes

Anatomy of an Oz moment . . .



Culture and unconscious cognition

Intercultural experiences can be surface (attentive mind) or deep (intuitive mind)

Who is having an intercultural experience?



NATIONAL
GEOGRAPHIC
CHANNEL

PETER HUTCHENS
CINEMATOGRAPHER

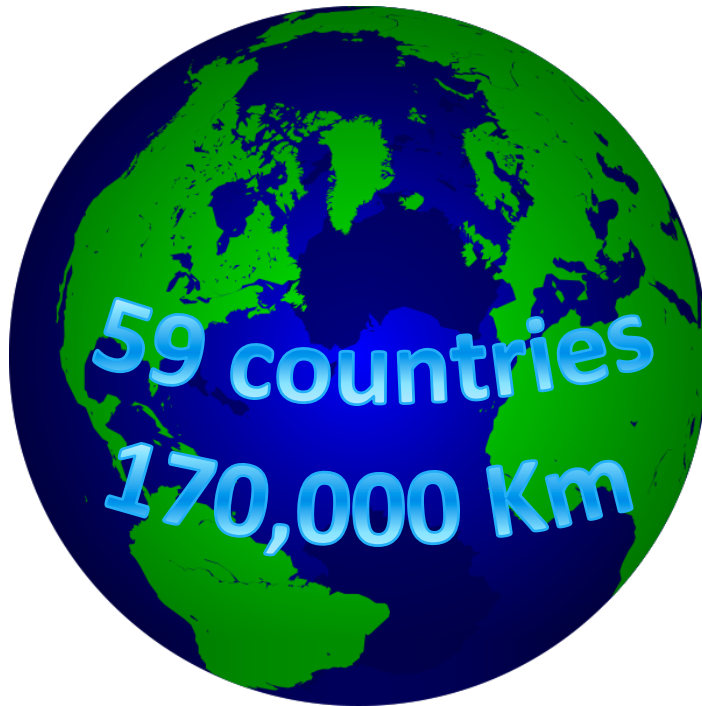
Through seamless connectivity,
we see the world through their eyes.

Cinematographer. Documentary filmmaker. Boundary breaker. Peter Hutchens explores some of the most remote places on earth so we can discover the world.

Who is more international?

Ludovic

The hitchhiker



5 years hitchhiking around the world
– 59 countries, 170,000 Km
Bilingual – Fr & Eng

Yuko

The third-culture kid



Born Japan – Intl school India,
University US, Return Japan at 22
Trilingual – Hindi, Jp, Eng

Cultural Learning: Surface vs. Deep

Surface learning: conscious knowing

Tourist and traveler: explicit culture, explanations, outsider's perspective

e.g. tourist spots, historical knowledge, etiquette

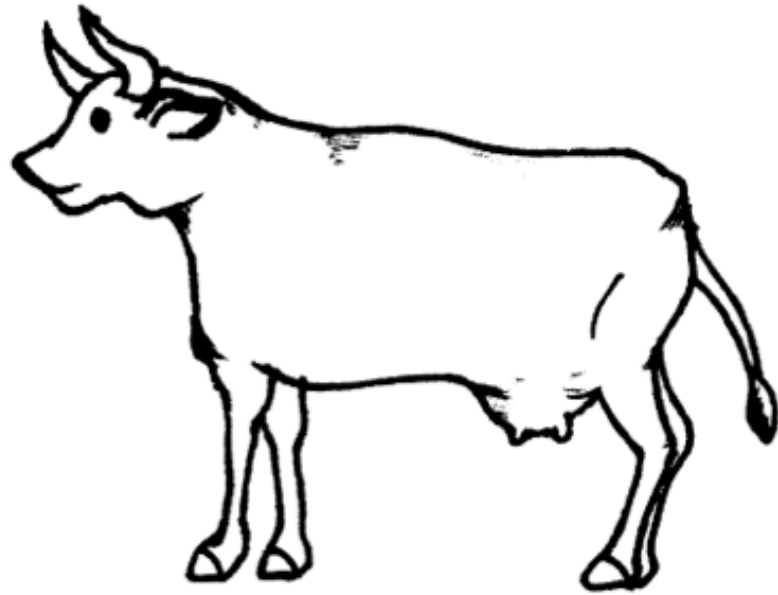
Deep learning: unconscious reconfiguration

Sojourner: trial and error, cultural intuitions, frame shifting, insider's perspective

e.g. changing perceptions, value shifts, identity shifts

Configuration: Cultural difference

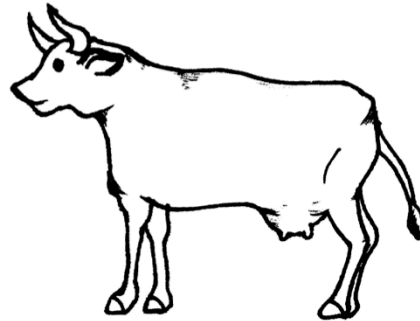
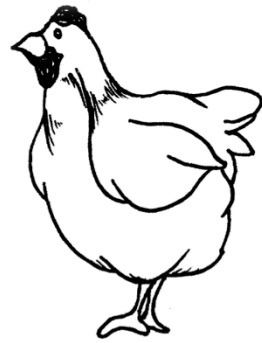
The intuitive mind is
configured and shaped by
cultural patterns.



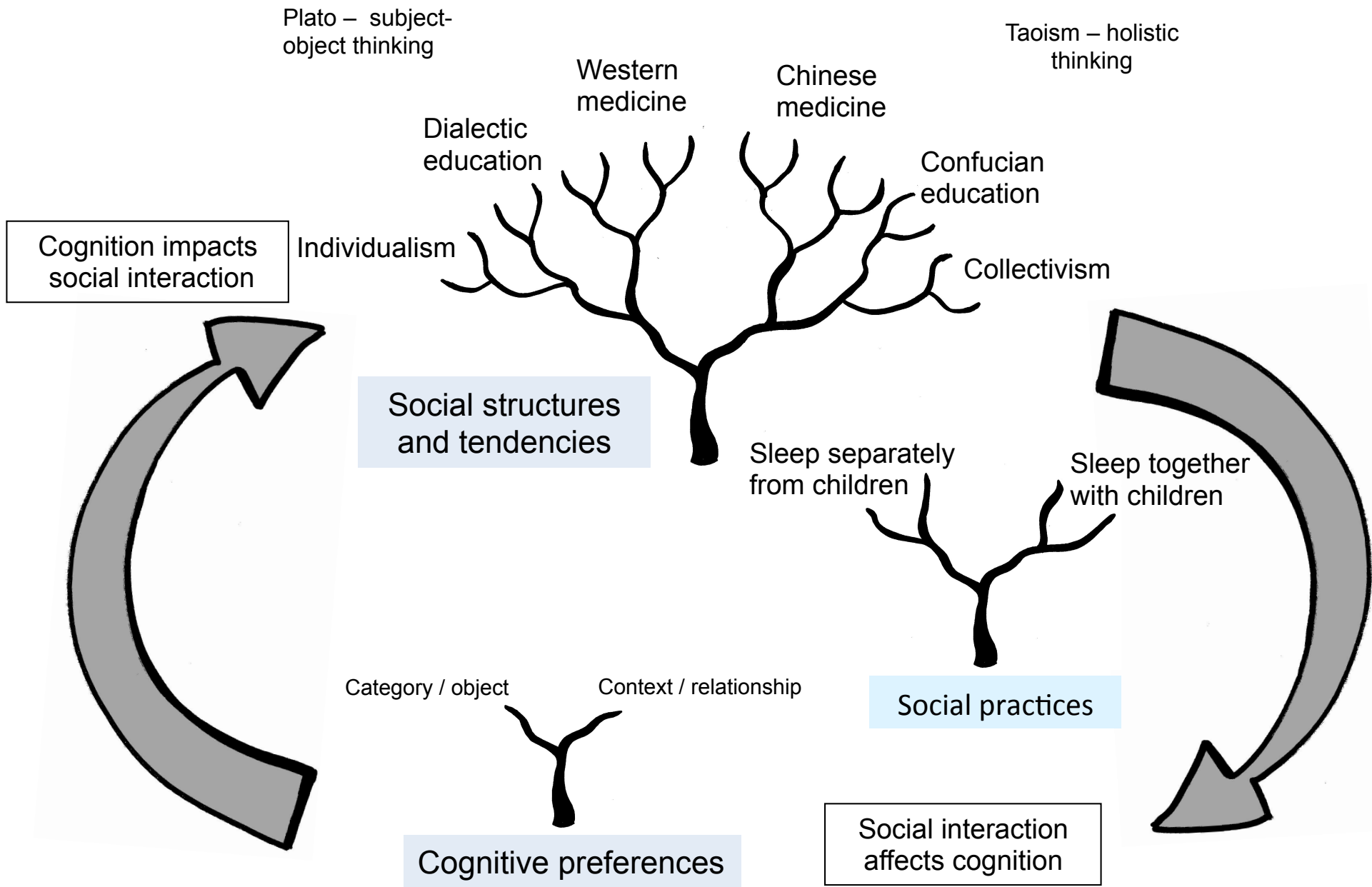
Which of the images goes together
with the cow?



Nisbett – The Geography of Thought



Nisbett – The Geography of Thought



Fractal culture: The feedback loop between cognition and social systems

What do you see?

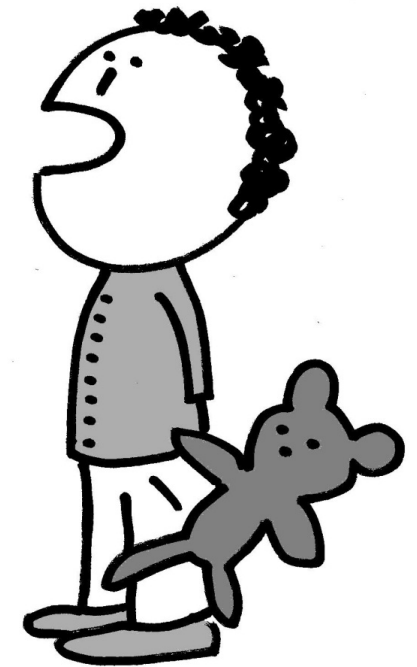
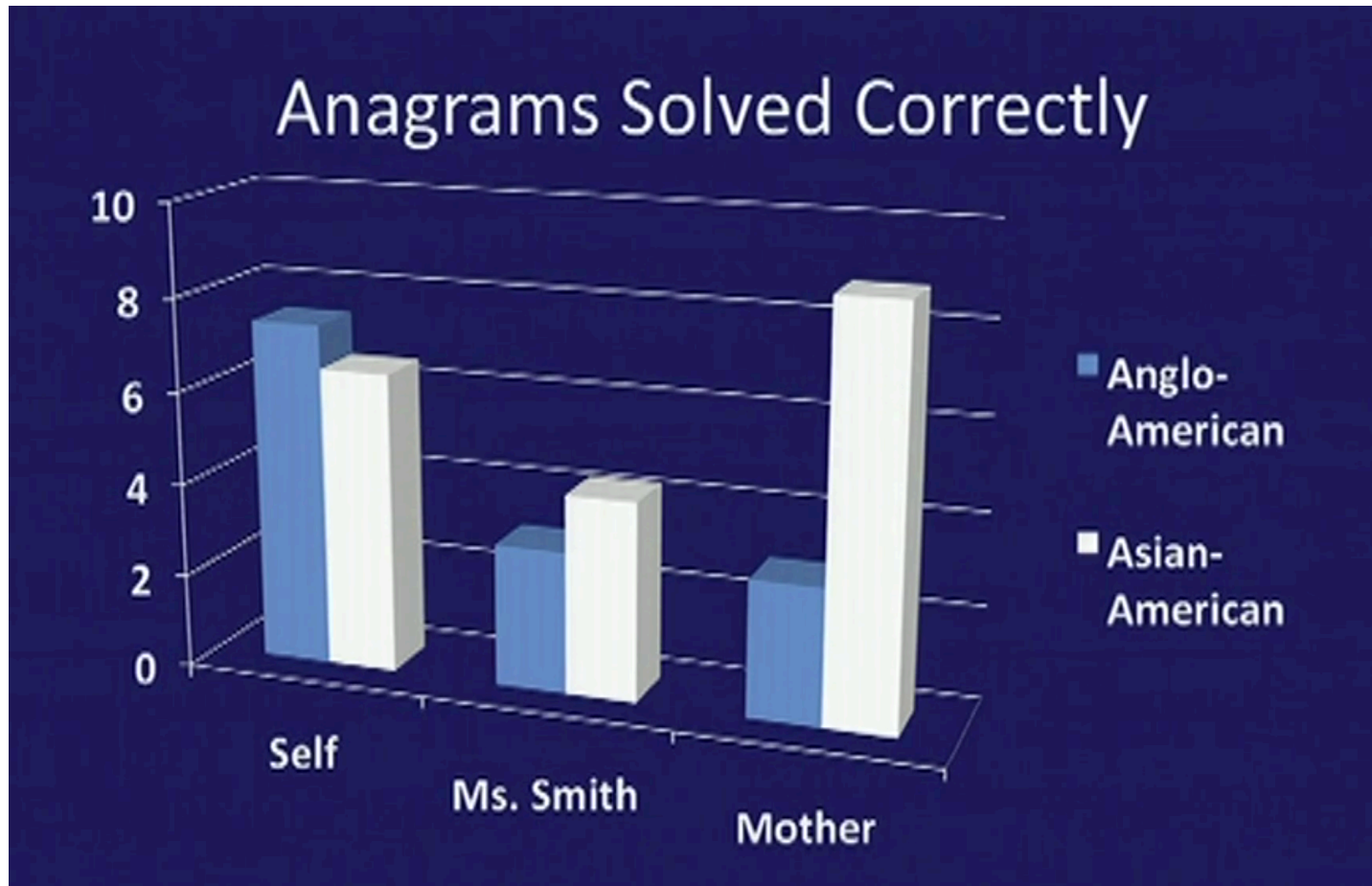


Honor in the hallway . . .



Nisbett and Cohen, 1996

Who decides?



By comparing cognitive functions in people from Western (European and American) and East Asian (Chinese, Japanese, Korean, et cetera) cultures, the 'culture-and-cognition' approach demonstrates that different sociocultural systems give rise to dissimilar thought styles.

- **Westerners generally think in an analytical way, whereas East Asians generally think in a more holistic manner.** For instance, during a perception task, Americans were better at detecting changes in salient objects than East Asians, and were less affected by contextual information.
- **Cultural differences are also evident in social cognition.** In a game that involved two individuals interacting, **Chinese participants were more in tune with their partner's perspective than Americans.**
- Furthermore, **Chinese people were more likely to describe memories of social and historical events** and focused more on social interactions, whereas **European Americans more frequently focused on memories of personal experiences** and emphasized their personal roles in events.
- **Westerners were better at remembering trait words that they associated with themselves** than they were at remembering words that they associated with people close to them, whereas Chinese people remembered both equally well.
- **Americans tended to explain behaviours in terms of peoples' dispositions** (for example, a person's gender and education), whereas **East Asians showed a preference for attributing behaviour to situational factors** (for example, environmental events), and were more likely to use situational information to predict other people's behaviour.
- **Chinese people endorsed contextual explanations of physical events** (for example, friction influencing the movement of an object) more often than Americans, who were more likely to attribute physical events to dispositional factors (for example, an object's weight or composition).
- **Culture also influences category-based classification of objects:** Chinese people organized objects in a more relational (for example, to group a monkey and a banana together because monkeys eat bananas) and less categorical (for example, to group a monkey and a panda together because both are animals) way than European Americans.

Things to keep in mind . . .

- The effects of culture on cognition are powerful invisible to us. That's why foreign experiences are so eye-opening.
- Globalization has not eliminated cross-cultural challenges.
- Cultural adaptation involves learning to read intuitive foreign cultural patterns. Culture shock is a form of cognitive overload.
- Foreign experiences provide a chance to explore your unconscious mind. Oz moments are an indication of unconscious cultural learning.

Reading

Download an article about culture and cognition:

<https://dl.dropboxusercontent.com/u/9302764/Intercultural%20Mind/SIETAR-Europa-Journal-Shaules-Culture-Cognition-New-Science-of-Mind.pdf>

Download today's PowerPoint slides

<https://dl.dropboxusercontent.com/u/9302764/FIGT-Seminar.ps>

Books

- *The Intercultural Mind*, Shaules, Intercultural Press (in press –Fall 2014)
- *Deep Culture: The Hidden Barriers to International Living*, Shaules, Multilingual Matters (2007)
- *The Beginner's Guide to the Deep Culture Experience: Beneath the Surface*, Shaules, Intercultural Press (2011)
- *Strangers to Ourselves: Discovering the Adaptive Unconscious*, Timothy D. Wilson, Belknap Harvard, 2002
- *The Geography of Thought: How Asians and Westerners Think Differently . . . And Why*, Richard E. Nisbett, Free Press, 2004
- *Thinking Fast and Slow*, Daniel Kahneman, FSG, 2011
- *Thinking Twice: Two minds in One Brain*, Jonathan Evans, Oxford, 2010

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