

Presenter: Hailey Baquiran

Session & Time: Poster I

Room/Time: GLH / 1:00-2:00

Discipline: Psychology

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Digital Portfolio URL:

Title: Cultural Orientations and Emotional Expression: Comparing Individualism and Collectivism in Emotional Experience

Abstract:

Emotional expression is culturally constructed, shaped by norms and values that guide how individuals display emotions (Seo, 2011). Individualistic cultures prioritize independence and emotional openness, while collectivist cultures emphasize emotional restraint to maintain harmony. Previous research suggests that individualism encourages self-expression, particularly in the form of positive emotions like happiness, while collectivism is associated with more restrained emotional responses, such as guilt (Lu, 2008). This study aims to investigate overall differences in positive versus negative emotional experiences across individualistic and collectivist cultural orientations, addressing the gap in understanding how these emotional differences emerge in distinct cultural contexts. It is hypothesized that individuals with higher individualism scores will exhibit greater emotional expressivity, experience more positive emotions, and

report fewer negative emotions compared to those with higher collectivism scores. Participants (N = 30) completed an online survey, which included the Independent and Interdependent Self-Constructive Scale (Singelis, 1994) to assess cultural orientation. They were then randomly assigned to view one of two videos: a positive emotion video (a compilation of animals in nature) or a negative emotion video (an ASPCA commercial depicting animal abuse). Afterward, participants completed the Positive and Negative Affect Schedule - Expanded Form (PANAS-X; Watson & Clark, 1994) to measure momentary emotional responses, followed by the Emotional Expressivity Scale (EES; Kring et al., 1994) to assess self-perceived emotional expressiveness. Results are expected to support the hypotheses, showing that individualism is associated with greater positive affect and expressivity, while collectivism is linked to emotional restraint and more subdued positive emotions. These findings demonstrate how cultural values shape how individuals express and manage emotions. Such insights can be crucial in improving cross-cultural communication and tailoring mental health interventions to respect diverse cultural perspectives. This study advances current knowledge of how cultural orientations influence emotional experiences and expressions, suggesting that emotions are deeply intertwined with cultural contexts.