

## LOC 351-O: Culture and Cognition

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Office: 219 Swift Hall

Class time and location: Mondays and Wednesdays, 2:00-3:20. Annenberg Hall 345

**Course Description:** This course, as the title suggests, is about culture and cognition. It is not about learning and organizational change nor is it about the culture of organizations or organizational cultures. But it is about something that surrounds us, much like air. In a sense everything is cultural and reflects values and orientations. It is easy for people to think of culture as something that other people have, something that makes them different. Unless you are a minority, it is difficult to see just how culturally embedded your own life is. This course will survey research and theory on the inter-relatedness of culture and thought. Much of the work will involve cross-cultural comparisons but we will also take up multi-culturalism and ideas about how cultures both change and perpetuate themselves. There will be some examples involving organizations but the overall focus is on culture.

**Assignments:** For each reading everyone will write a short reaction paper or alternative form of response that will serve as the basis for class discussion. It's fine for students to work in teams. In some cases, there will be outside of class observations or analyses that will be required.

**Grades:** Will be based on class discussion (30%), responses and mini-projects (40%) and final projects (30%). Final project reports due on or before December 9<sup>th</sup>.

### Class Meetings:

1 Wednesday, September 22<sup>nd</sup>

Introductions: What is culture and what does it have to do with cognition?

2. Monday September 27<sup>th</sup>

Is the concept of culture good, bad, useful, necessary?

Reading: Brumann (1999).

3. Wednesday, September 29<sup>th</sup>

What happens to cognition for Eastern collectivism versus Western individualism?

Readings: Nisbett and Masuda (2003). Peng and Nisbett, (1999)

4. Monday, October 4<sup>th</sup>  
Within culture variation and possible causes?  
Reading: Kitayama, et al, 2006
5. Wednesday, October 6<sup>th</sup>  
Brain-washing through stories?  
Readings: Tsai et al (2007), Wang and Leichtman (2000), Leung and Cohen (2007)
6. Monday, October 11<sup>th</sup>  
Where is culture? In the head? Outside the head?  
Readings: Morling and Lamoreaux (2008), Markus, et al, (2006)
7. Wednesday, October 13<sup>th</sup>  
Being of two (or more) minds.  
Readings: Hong et al (2000), Townsend et al (2009)
8. Monday, October 18<sup>th</sup>  
Do white people have culture? You bet!  
Readings: Devos and Banaji (2005), Medin and Bang (2008)  
Optional: Knowles and Peng (2005)  
Assignment due: Cultural input design
9. Wednesday, October 20<sup>th</sup>  
Reporting versus creating.  
Reading: Gilens (1996)
10. Monday, October 25<sup>th</sup>  
What's worthy of attention?  
Readings: Heath et al (2001), Berger and Le Mens (2009), Bangerter and Heath (2004)
11. Wednesday, October 27<sup>th</sup>  
Culture in the workplace.  
Readings: Sanchez-Burks et al (2000), Sanchez-Burks (2002)
12. Monday, November 1<sup>st</sup>  
Middle-class versus working class culture.  
Readings: Snibbe and Markus (2005), Stephens et al (2009)
13. Wednesday, November 3<sup>rd</sup>  
What kind of moss do rolling cultural stones gather?  
Readings: Oishi et al (2007a, 2007b)

14. Monday, November 8<sup>th</sup>  
You are what you eat.  
Reading: Rozin et al (2002)  
Assignment due: Museum visit
15. Wednesday, November 10<sup>th</sup>  
Culture, disgust and morality.  
Reading: Haidt et al (1997)
16. Monday, November 15<sup>th</sup>  
Culture of Honor.  
.Readings: Cohen and Nisbett (1994), Cohen et al (1996)
17. Wednesday, November 17<sup>th</sup>  
Culture of Money.  
Readings: Larrick et al (1990), Frank et al (1993), Yezer et al (1996)
18. Monday, November 22<sup>nd</sup>  
What's worth risking?  
Readings: Hsee and Weber (1999), Weber et al (1998)
19. Wednesday, November 24<sup>th</sup> Fieldtrip
20. Monday, November 29<sup>th</sup> Final project reports
21. December 8<sup>th</sup> Latest date for final reports