



Lingnan 嶺南大學
University 香港 Hong Kong

Department of Sociology and
Social Policy



Department of Sociology and Social Policy

International Interdisciplinary Conference

ADVANCES IN COMPARATIVE CULTUROLOGY

15–16 May 2025 | Lingnan University, Hong Kong



Ronald Fischer
Hester van Herk
Anneli Kaasa
Shinobu Kitayama
Vanina Leschziner
Siyang Luo
Kodai Kusano

Michael Schachner
Oliver Sng
Raul Tormos
Plamen Akaliyski
Michael H. Bond
Emma E. Buchtel
Francisco Olivos

CONTENTS

ABOUT THE CONFERENCE

2

PROGRAMME RUNDOWN

3 - 4

KEYNOTE PRESENTATION

5

**Beyond East and West:
Rethinking Cultural Psychology Through Sub-Saharan Africa**

SPEAKERS AND PRESENTATION ABSTRACTS

6 - 20

Session 1: Cultural Dimensions

6 - 7

Session 2: Culture in Research and Practice

8 - 10

Session 3: Measurement Debates

11 - 12

Session 4: Culture and Psychology I

13 - 14

Session 5: Culture and Psychology II

15 - 16

Session 6: Culture in Social Context

17 - 18

Session 7: Cultural Change

19 - 20

DEP. OF SOCIOLOGY & SOCIAL POLICY

21

CAMPUS MAP OF LINGNAN UNIVERSITY

22

ABOUT THE CONFERENCE

The “Advances in Comparative Culturology” conference gathers leading international and local scholars to explore the most fundamental questions in cultural research:

- What is culture, and how do we conceptualize and measure it?
- Why does culture change, and what patterns does this change follow?
- How is culture as an ecological construct related to individuals’ psychology?
- What role does culture play in driving social change?

This two-day event brings together diverse perspectives from sociology, psychology, anthropology, business, government, and other related disciplines.

CONFERENCE THEME AND TOPICS

The conference focuses broadly on the concept of culture as patterns of (shared) meanings, practices, and values at the collective level that shape and are, in turn, shaped by human thought and behavior. Topics include:

- Conceptualizing and measuring cultural differences
- Cultural change and its drivers
- Societal and psychological implications of cultural differences and cultural change
- Origins and patterns of cultural variation
- Interdisciplinary approaches to culture
- Methodological developments in cultural research
- Other related topics

CONTACT INFORMATION



<https://www.ln.edu.hk/socsp/>



(852) 2616 7192 / (852) 2616 7377



socsp@ln.edu.hk

Conference Day 1

15 May 2025 (THU)

VENUE: MBG06

| | |
|---|--|
| 9:30AM - 10:00AM | REGISTRATION |
| 10:00AM - 10:15AM | OFFICIAL OPENING Prof. Stefan KÜHNER, Associate Dean of Faculty of Social Sciences Prof. CHEN Hon Fai, Head of Department of Sociology and Social Policy |
| 10:15AM - 10:30AM | INTRODUCTION: What is Comparative Culturology? Prof. Plamen AKALIYSKI (Lingnan University, Hong Kong) |
| 10:30AM - 11:45AM | KEYNOTE PRESENTATION <i>Beyond East and West: Rethinking Cultural Psychology Through Sub-Saharan Africa</i> Prof. Shinobu KITAYAMA (University of Michigan, USA) |
| 11:45AM - 12:00PM | REFRESHMENT BREAK (outside MBG06) |
| Session 1: CULTURAL DIMENSIONS | |
| 12:00PM - 12:30PM | <i>How Many Cultural Dimensions Do We Need?</i> Anneli KAASA (Tartu University, Estonia) |
| 12:30PM - 1:00PM | <i>Individualism-Collectivism: Reconstructing Hofstede's Dimension of Cultural Differences</i> Plamen AKALIYSKI (Lingnan University, Hong Kong) |
| 1:00PM - 2:30PM | LUNCH BREAK |
| Session 2: CULTURE IN RESEARCH AND PRACTICE | |
| 2:30PM - 3:00PM | <i>Culturomics and the Concept of Harmony Between Humans and Nature</i> Siyang LUO (Sun Yat-sen University, China) |
| 3:00PM - 3:30PM | <i>What National Culture Dimension Scores for Individuals Tell Us about People – and Countries</i> Michael SCHACHNER (The Culture Factor, Vrije Universiteit Amsterdam, The Netherlands) |
| 3:30PM - 4:00PM | <i>From Abstraction to Empiricism: A New Paradigm an Intercultural Education in Crisis</i> Joseph SHAULES (Keio University, Japan) |
| 4:00PM - 4:15PM | REFRESHMENT BREAK (outside MBG06) |
| Session 3: MEASUREMENT DEBATES | |
| 4:15PM - 4:45PM | <i>Conceptualizing and Measuring Culture – Rethinking Invariance Assessment as A Crucial Process for Cultural Research</i> Ronald FISCHER (Institute D’Or for Research and Education, Brazil) |
| 4:45PM - 5:15PM | <i>The Mismeasure of Culture: Why Measurement Invariance is Rarely Appropriate for Research in Social, Cultural, and Political Psychology</i> Kodai KUSANO (New York University Abu Dhabi, UAE) |

Conference Day 2

16 May 2025 (FRI)

VENUE: MBG06

Session 4: CULTURE AND PSYCHOLOGY I

| | |
|-------------------|--|
| 10:00AM - 10:30AM | <i>Travelling Into Culture: A Social Psychologist Encounters Many Strangers From Many Strange Lands</i> Michael Harris BOND (Hong Kong Polytechnic University, Hong Kong) |
| 10:30AM - 11:00AM | <i>The Inhuman Origins of Culture: The Role of Ecological Relatedness and Density</i> Oliver SNG (University of California, Irvine, USA) |
| 11:00AM - 11:15AM | REFRESHMENT BREAK (outside MBG06) |

Session 5: CULTURE AND PSYCHOLOGY II

| | |
|-------------------|--|
| 11:15AM - 11:45AM | <i>From Description to Explanation: A Dynamic Approach to Understanding Culture</i> Ying-yi HONG (Chinese University Hong Kong, Hong Kong) |
| 11:45AM - 12:15PM | <i>A Common 2D Framework: Using Humans' "Relation-Tinted Glasses" to Compare Concepts Across Cultures</i> Emma E. BUCHTEL (Education University Hong Kong, Hong Kong) |
| 12:15PM - 2:00PM | LUNCH BREAK |

Session 6: CULTURE IN SOCIAL CONTEXT

| | |
|-----------------|---|
| 2:00PM - 2:30PM | <i>Do Scale and Size Matter for Culture and Action?</i> Vanina LESCHZINER (University of Toronto, Canada) |
| 2:30PM - 3:00PM | <i>'Like a Fish in the Water': Personal Culture-Structure Fit and Subjective Well-being</i> Francisco OLIVOS (Lingnan University, Hong Kong) |
| 3:00PM - 3:15PM | REFRESHMENT BREAK (outside MBG06) |

Session 7: CULTURAL CHANGE

| | |
|-----------------|---|
| 3:15PM - 3:45PM | <i>Interpreting Value Changes Across Countries Using Archetypes as Anchor Points – Individual and Country Level Perspectives</i> Hester van HERK (Vrije Universiteit Amsterdam, The Netherlands) |
| 3:45PM - 4:15PM | <i>The Malleability of Cultural Values: Overcoming Conceptual and Methodological Challenges</i> Raül TORMOS (Center for Public Opinion Studies, Government of Catalonia, Spain) |
| 4:15PM - 4:20PM | CLOSING REMARKS Prof. Plamen AKALIYSKI (Lingnan University, Hong Kong) |

KEYNOTE PRESENTATION

Beyond East and West: Rethinking Cultural Psychology Through Sub-Saharan Africa

In two recent publications—one in *American Psychologist* (Kitayama et al., 2022) and another in *Annual Review of Psychology* (Kitayama & Salvador, 2024)—my colleagues and I have argued that, outside of the Western world (e.g., Western Europe and North America), many cultures are deeply interdependent, meaning that members of these cultures define themselves through their commitment to their group and embeddedness within social relationships. However, the form of this interdependence varies widely, shaped by long-standing ecological and historical factors. One region that has been largely overlooked in cultural psychology is Sub-Saharan Africa. In this context, we identify a unique form of interdependence: self-promotive interdependence. Within this cultural system, within-group competition is not merely tolerated but embraced as a mechanism for skill development and group success. Individuals see their identification with the group and their competitive engagement as mutually reinforcing. Moreover, success is viewed as a shared social experience. As a result, people express both socially disengaging positive emotions (e.g., pride, self-esteem) and engaging emotions (e.g., connection, warmth) in response to both personal and ingroup success. This emerging evidence challenges existing frameworks of interdependence and opens new avenues for cultural psychology research. I will discuss these insights and explore their implications for future studies.



Shinobu KITAYAMA

University of Michigan, USA

Shinobu Kitayama, the Robert B. Zajonc Collegiate Professor of Psychology and Research Professor at the Research Center for Group Dynamics at the University of Michigan, is a pioneering figure in socio-cultural psychology. His groundbreaking exploration of the cultural diversity of mental processes has placed him at the forefront of this dynamic field. Kitayama's research spans diverse areas, from cultural neuroscience to the study of interdependence in non-Western societies, offering profound insights into the psychological underpinnings of culture. His transformative work has garnered numerous prestigious awards, including a Guggenheim Fellowship, the Alexander von Humboldt Foundation Research Award, the Distinguished Scientific Contributions Award from the American Psychological Association, and the William James Fellow Award from the Association for Psychological Science (APS). In addition to his scholarly contributions, Kitayama has held prominent leadership roles, serving as APS President from 2020 to 2021. He currently serves as President-Elect of the Federation of the Associations for Behavioral and Brain Sciences.

How Many Cultural Dimensions Do We Need?

The research on culture as a pattern of values, attitudes, beliefs, and norms that differentiates countries or other units from another has reached the point where the abundance of different cultural models, all offering various cultural dimensions, might be rather confusing than helping. However, it can be reasonable to assume that different models cover the same cultural elements while grouping those elements in different ways. Based on already published theoretical and empirical research and new analyses, this presentation will discuss how different cultural models align with each other and with objective indicators describing various social, economic, and political phenomena. After all, although most interesting for researchers as it is, culture is a research topic also because we are interested in how cultural differences explain differences in various other phenomena and why different societies differ in how successful they are in managing various societal challenges. The presentation searches for answers to the following questions. Are two cultural dimensions enough to capture modern cultural differences across the world? How much do we need to explain the differences between societies? Is there one default cultural model that we can rely on from now on? Or is this picture still more nuanced?

Anneli KAASA

Tartu University, Estonia



Anneli Kaasa is Professor of Social and Cultural Studies in Economics at the School of Economics and Business Administration, University of Tartu, Estonia. She holds a PhD in Economics from the same university. She is the Head of the Chair of Economic Theory and teaches courses about Higher Mathematics, Economic Theory, Cultural Context for Economics and Business, and Human Behaviour from the Perspective of Economic Theory. Her current research is mainly about cultural differences, conceptualising and measuring cultural dimensions, and relationship of culture with other societal and economic phenomena. She has also worked on trust and social capital and their role in societal development. She has published in various journals covering a wide spectrum of social sciences. Her interests include using various novel quantitative research methods in order to provide a fresh viewpoint on complex problems. This has led her to publish a series of articles in recent years in the Journal of Cross-Cultural Psychology and Cross Cultural Research. This series of theoretical and empirical analyses systematises both the conceptualization and the measurement of culture aligning together different older theoretical cultural models and more modern models with up-to-date data available.

Individualism-Collectivism: Reconstructing Hofstede's Dimension of Cultural Differences

Individualism-Collectivism (I-C), a key concept in cross-cultural research and one of the most researched context variables in personality, social and developmental psychology, is often treated as synonymous with Hofstede's pioneering nation scores. These scores face growing concerns about their validity, but subsequent research has not produced a widely accepted alternative. In Study 1, we systematically evaluated Hofstede's I-C index, revealing inferior convergent and nomological validity compared to subsequent measures. Specific biases in Hofstede's scores overestimate the individualism of English-speaking countries and collectivism of East Asian societies, which may perpetuate cultural stereotypes and underpin flawed theorizing. We illustrate how relying on Hofstede's scores can bias research findings. In Study 2, we aimed to develop an authoritative, theory-driven I-C index, using nationally representative data from the World Values Survey and European Values Study, covering 102 countries/territories inhabited by 88% of the world's population. Our index shows excellent internal coherence and temporal stability and outperforms Hofstede's I-C in associations with a nomological network of 28 societal indicators theoretically linked to I-C. We argue for an overdue paradigm shift in cross-cultural research: scholars should rely on theoretically appropriate and up-to-date measures of societal culture when seeking to understand global variation in human psychological functioning.



Plamen AKALIYSKI

Lingnan University, Hong Kong

Dr. Plamen Akaliyski is a comparative culturologist whose research explores how cultures differ, change over time, and impact societies. He is an Assistant Professor in the Department of Sociology and Social Policy at Lingnan University in Hong Kong. After earning a PhD in Sociology from the University of Oslo in 2019, he held postdoctoral fellowships at Keio University (Japan) and University Carlos III of Madrid (Spain). Earlier, he was a research fellow at WZB Berlin Social Science Center and a visiting scholar at Maastricht University and Hong Kong Polytechnic University. He has published over 20 peer-reviewed journal articles and has given more than 50 presentations at international conferences and as an invited speaker at universities across Europe and Asia. He has served as an Associate Editor of European Societies since 2023. His work is grounded in large-scale, comparative data and aims to build cumulative knowledge about the structure and transformation of culture across societies. Akaliyski is particularly interested in refining cultural dimensions and is currently leading a research program to revise the individualism-collectivism framework. Having lived in nine countries and travelled through many more, Akaliyski brings to his research a deep personal curiosity about cultural differences.

Culturomics and the Concept of Harmony Between Humans and Nature

Climate change and human sustainability represent major global challenges that require collaborative solutions through interdisciplinary integration of psychology, earth sciences, environmental sciences, computational sciences, anthropology, and more. While culture serves as a vital mechanism for human adaptation to nature, prior cultural research has largely adopted a reductionist perspective, focusing on isolated scales and single-dimensional features. We propose a cross-scale, interdisciplinary research framework of Culturomics to understand and explore culture from a systems science perspective and investigate the link between climate change and the evolution of human culture and civilization. Grounded in the traditional Chinese philosophy of harmony between humans and nature (天人合一), our research integrates agent-based modeling, historical ethnographic analysis, cross-cultural assessments, psychological and behavioral experiments, and neuroimaging techniques. In combination with advanced analytical tools such as large language models and representational similarity analysis, this project aims to reveal how weather variability shapes human cultural values by altering adaptive environmental behaviors, and to uncover the underlying psychological mechanisms, neural substrates, and evolutionary patterns.

Siyang LUO

Sun Yat-sen University, China



Associate Professor and Ph.D. supervisor in the Department of Psychology at Sun Yat-sen University, and Director of the Social Culture and Affective Neuroscience Laboratory. His primary research areas include: 1) Computational Cultural Neuroscience: Investigating the co-evolutionary processes among natural environments, genetic foundations, and sociocultural contexts, and exploring how cultural change impacts social behavior. 2) Social Affective Neuroscience: Exploring the neural mechanisms underlying complex emotional and behavioral processes such as empathy, trust and betrayal, conformity, deception, and death anxiety. 3) Interdisciplinary Science for Human Sustainability: Conducting cross-scale integrative research that combines geographic environmental data, ecological and biological data, and sociocultural-psychological data. His research has been published in leading international and domestic journals, including Neuroscience & Biobehavioral Reviews, Social Science & Medicine, Globalization and Health, NeuroImage, British Journal of Social Psychology, and Acta Psychologica Sinica. Some of his work has been selected as ESI Top 1% Highly Cited Papers and ESI Top 0.1% Hot Papers, and has been positively cited by top-tier journals such as The Lancet. He is currently Secretary-General of the Social Psychology Division of the Chinese Psychological Society. He also serves as a peer reviewer for NSFC, international reviewer for the Singapore National Medical Research Council, youth editorial board member for The Innovation, editorial board member of Social Cognitive and Affective Neuroscience and BMC Psychology, and reviewer for more than 30 academic journals.

What National Culture Dimension Scores for Individuals Tell Us about People – and Countries

Using national culture dimensions to explain differences in individual or group behavior has posed a challenge ever since Hofstede introduced the cultural dimension paradigm and stated that scores cannot be applied to individuals without committing the ecological fallacy. This limitation renders national dimension scores theoretically inapplicable for explaining cultural differences at any lower level than countries. However, people communicate, not countries. To address this issue, we calculate scores for 44,000 individuals from 54 countries for the Collectivism-Individualism and Monumentalism-Flexibility dimensions of the revised Minkov-Hofstede model. We derive a regression-based formula from the ecological level and employ it at the individual level, imposing the structure of countries on individuals. Aggregated back to the country level, they correlate with the original country-level factor scores at $r = .98$ and $r = .92$, respectively, indicating that national culture differences have been accurately preserved. Density curves of individuals' scores per country show a large overlap between individuals of different countries, confirming the non-transferability of country scores to individuals. Yet, we argue national culture serves as a codebook for all individuals within a country. Further, our method provides insights into differences within countries, such as ethnic background and gender. Future work should focus on quantifying the impact of national culture on individuals.



Michael SCHACHNER

The Culture Factor, Vrije Universiteit Amsterdam,
The Netherlands

Michael Schachner, Head of Research at The Culture Factor Group and Austrian national, first encountered culture during a High School exchange year in the US. Fascinated by the topic and the possibility of quantifying human behavior, he took the first opportunity to make culture his profession. There, he helps translate academic research into business applications, involving the development of tools to capture cultural preferences, cultural adaptability, organizational culture, and consumer preferences across cultures. With a background in Economics, he reconnected with academia after a 15-year break during a major cross-cultural study that aimed to replicate Hofstede's national culture dimensions. This study led to many co-authored publications. To catch up with formal academic qualifications, he is currently doing a PhD at VU Amsterdam, focusing on organizational culture and computational linguistics as measurement alternatives to surveys. At the interface of business and academia, his ambitions are to bridge gaps between the two areas by improving the quality of business tools through academic insights and by making academic findings approachable to the business audience. Over the years, he lived in Austria, the US, Spain, and the Czech Republic before ending up in Finland, where he lives with his wife and three kids.

From Abstraction to Empiricism: A New Paradigm in Intercultural Education in Crisis

In recent years, researchers have made enormous strides in understanding culture and cognitive processes, e.g.: cultural differences in information processing, emotion, motivation, and identity; cognitive biases; empathy and value judgments. By and large, however, these insights have not been incorporated into intercultural education. Instead, intercultural education finds itself in crisis as long-standing approaches have lost credibility. This talk will argue that the empirical insights of cognitive and cultural psychology can help reorient intercultural education away from abstraction and ideology, towards the psychological realities of intercultural experiences. I will discuss research which shows that the beliefs/assumptions of intercultural educators are often at odds with an empirical understanding of cognitive processes. Just as a therapist can help identify cognitive distortions and change how we interact with others, intercultural education can give learners insights into: 1) the influence of culture on our experience of the world, 2) patterns of psychological difference around the world, 3) mental shortcuts (cognitive biases) that lead to intercultural misunderstanding, 4) and, the cognitive processes related to empathy. I will share examples of how this “deep culture” approach is being developed and applied, and invite participants to discuss the future of intercultural education.

Joseph SHAULES

Keio University, Japan



Joseph Shaules (PhD) has worked in intercultural education in Japan, Mexico and Europe for more than 25 years. He is a Specially Appointed Professor at Keio University's GIC Center, in Tokyo. He is the director of the Japan Intercultural Institute. He teaches in the Tsuda University Graduate Program in TESOL. Books include: Transformation, Embodiment and Wellbeing in Foreign Language Education (Bloomsbury); Language, Culture and The Embodied Mind (Springer); The Intercultural Mind (Intercultural Press); and Deep Culture (Multilingual Matters), the Beginner's Guide to the Deep Culture Experience (Intercultural Press), Impact Issues (Pearson Education), and Identity (Oxford University Press). With funding from the Japanese Ministry of Education, he is currently researching resistance to language and culture learning in Japan. Through the Japan Intercultural Institute he offers Masterclasses which introduce the latest insights of culture, brain and mind sciences to intercultural education. He is also the creator and host of The Deep Culture Podcast, which explores how insights from brain and mind sciences can help us meet the challenges of bridging different cultural worlds.

Conceptualizing and Measuring Culture – Rethinking Invariance Assessment as A Crucial Process for Cultural Research

Culture is a construct that cannot be directly observed but has to be inferred. Anthropology has long emphasized the meaning making process for understanding culture, yet this important insight has been sidelined in survey-based cross-cultural studies. Researchers typically pose questions and then interpret selected statistical parameters from cross-cultural data. The interpretation of parameters that were constrained via researcher-posed questions crucially obscures the meaning making process used by respondents. To bring meaning-making back into the study of culture, I outline a broad invariance assessment process differentiating five stages of inquiry that apply to most research projects. I briefly outline cognitive theories of survey responding and meaning-making and show how they link to my invariance questions. I present examples to illustrate novel insights about culture as a multi-level concept that can be gained through this process. My main argument is that analysis of culture requires renewed focus on meaning making processes by individuals embedded in different social, economic, ecological and technological contexts. Invariance assessment in the broad sense outlined here is a central element in such an endeavor.



Ronald FISCHER

Institute D'Or for Research and Education, Brazil

Ronald Fischer works in the Cognitive Neuroscience and Neuroinformatics Unit at D'Or Institute for Research & Education, Brazil and the Pioneer Science Initiative. He is a Fellow of the Royal Society NZ Te Aparangi and the Association for Psychological Science. His research focuses on cultural and evolutionary dynamics of values, beliefs, personality and wellbeing. Currently, he leads a number of international projects on the nature of experiences that are variably classified as extraordinary, transcendental or paranormal, with a particular focus on the sense-making processes by the individuals that experience them as well as their impact on mental health within and across cultures. He has published more than 150 articles and book chapters, has been named as one of the top 10 most highly cited researchers on culture and psychology and has received international research awards from the Academy of Management, the Society for the Psychological Study of Social Issues and the International Association for Intercultural Research. He serves as the Editor in Chief of Current Research in Ecological and Social Psychology, a new transdisciplinary journal aiming to shed new perspectives on human behavior in context and also serves on the editorial boards of a range of journals in psychology, business and related disciplines.

The Mismeasure of Culture:

Why Measurement Invariance is Rarely Appropriate for Research in Social, Cultural, and Political Psychology

My talk critiques the indiscriminate application of measurement invariance in psychology. Despite the growing recognition of the need for cross-cultural validation of measures in psychological studies, a tension persists between proponents of measurement invariance and practitioners frustrated with these stringent standards and ambiguous recommendations. I argue that cultural constructs need not be equivalent or invariant as long as they demonstrate external validity at the group level. Measurement invariance emerged from concerns about fairness in high-stakes individual selections; however, its meta-theoretical assumptions are irrelevant to many (if not most) cross-cultural studies, where researchers aim to uncover group differences. I illustrate my point using the General System Justification Scale, which has recently faced criticism for lacking invariance. I show that external validation can ensure meaningful group differences without establishing invariance criteria. I suggest that researchers determine the purpose of scale use and clarify ontological assumptions before applying measurement invariance methods. At its core, the debate over the use of measurement invariance overlooks philosophical questions regarding how to theorize and study culture. These questions, in my opinion, need to be addressed to advance the field.

Kodai KUSANO

New York University Abu Dhabi, UAE



Kodai Kusano is a Postdoctoral Associate at New York University Abu Dhabi. Originally from Tokyo, Japan, he studied abroad in Utah, USA, during his undergraduate education to explore psychology and religious cultures. He completed his master's degree at San Francisco State University and his doctorate at the University of Nevada, Reno. By training, his discipline is social psychology, but he aims to integrate sociological and evolutionary perspectives into his research to better understand culture. His research examines the interplay between individuals, societies, and ecological systems, with a focus on their temporal dynamics. His interests span traditional social-psychological topics (including inequality, social hierarchy, power, and gender), which he approaches through interdisciplinary lenses. His current focus is on methodology, particularly cross-cultural methodology. His research programs aim to tackle long-standing controversies in social science methodology while advocating for simpler and more practical approaches to complex problems.

Travelling Into Culture:

A Social Psychologist Encounters Many Strangers From Many Strange Lands

As I survey my intellectual journey post-PhD, I detect four, overlapping stages in my development as a cross-cultural psychologist. My first stage, that of innocence, involved examining human responses using the social-personality constructs and measures extracted from my training in North America up to that date. My second stage, that of discovery, involved applying those constructs and measures in the different cultural settings of Japan and Hong Kong, only to discover that the constructs worked differently to produce different responses. My third stage, that of understanding, involved using Mainstream and indigenously developed constructs and measures to begin understanding how cultural differences might be producing these differences in the responses of a culture's individual members. Moving into the 21st Century, we cross-cultural psychologists either collected or were gifted with access to multi-cultural data sets tapping multiple constructs whose role in shaping psychological responses could be analyzed with increasingly sophisticated statistical packages. These resources now increasingly enable us to explore the moderating impact on individual responses of a growing set of cultural measures provided by culturologists studying various types of culture in addition to the national. My current and fourth stage, that of enlightenment, involves halting attempts to integrate this complexity of constructs and their measures into a coherent model of how an individual's many cultural socializations across the lifespan affects his or her psychological responses. My journey continues...



Michael Harris BOND

Hong Kong Polytechnic University, Hong Kong

Michael Harris Bond was born and raised by Anglo-Canadian parents in Toronto, Canada as part of what Wikipedia terms the “Silent Generation”. Following undergraduate education at University of Toronto, he left his birthplace for graduate school in the United States followed by an early career in Japan. There he learned the basics for doing cross-cultural research and living in a different culture. Since then, he has practiced as an academic in Hong Kong over the last 50 years and written widely on cultural differences in cognition, emotions, and behavior. In his recent research, he has been cooperating with colleagues in many societies to do cross-level, multi-cultural research on trust, gender bias, and satisfaction with life. For the last 10 years, he has been teaching “cross-cultural management” to Master’s students at the Faculty of Business of the Hong Kong Polytechnic University, trying to prepare Generation Z as best he knows how for life in the 21st century.

The Inhuman Origins of Culture: The Role of Ecological Relatedness and Density

What do ground squirrels, killifish, and humans have in common? The answer is that all have evolved to adopt certain traits and behaviors, in response to variation in environmental and ecological conditions. This is known as adaptive plasticity. I outline how thinking about adaptive plasticity, and animal behavioral ecology more broadly, can provide novel insights to our understanding of the nature and origins of human cultural variation. Specifically, I focus on two lines of work: (1) the psychological effects of living in environments where individuals are surrounded by many family relatives—referred to as ecological relatedness, and (2) the psychological effects of living in environments with many unrelated individuals (i.e., high population densities in general). I highlight how this perspective can generate novel predictions about cultural variation and also integrate existing cultural psychological explanations. Finally, I discuss how this perspective is similar to or different from existing theoretical perspectives, and key questions that remain.

Oliver SNG

University of California, Irvine, USA



Oliver Sng is currently Assistant Professor of Psychological Science at the University of California, Irvine. He received his PhD in Social Psychology from Arizona State University, and BA in Psychology from the National University of Singapore. He was previously also a research fellow at the University of Michigan. His work applies an evolutionary lens to thinking about human social behavior, with a focus on understanding the origins of cultural psychological variation and social stereotypes. His research has been published in outlets such as Psychological Review, PNAS, Journal of Personality and Social Psychology, and Evolution and Human Behavior. He currently leads the Evolution, Culture, and Stereotyping Lab at UC Irvine. He is the 2019 recipient of the Wegner Theoretical Innovation Award, an award presented by the Society for Personality and Social Psychology to the most innovative theoretical contribution in social-personality psychology in any given year. He was also named a 2022 Rising Star by the Association for Psychological Science.

From Description to Explanation:

A Dynamic Approach to Understanding Culture

Culture is elusive—pervasive yet often unnoticed. As Clyde Kluckhohn famously noted, "Culture is like the air we breathe." Its complexity is reflected in the existence of over 160 definitions (Steinmetz, 1999), prompting scholars to develop numerous approaches to study it. While these approaches have provided valuable insights into the development of diverse cultural traditions, they remain primarily descriptive and correlational. This limitation parallels the early phases of many scientific disciplines, which initially identified their subject matter as substances or structures—fire with phlogiston, heat with caloric, and life with vital fluid. Over time, these sciences evolved to understand their subjects as dynamic processes: combustion for fire, random thermal motion for heat, and complex systems far from thermodynamic equilibrium for life. Similarly, understanding culture demands a shift from static description to dynamic explanation. In response to this challenge, my collaborators and I proposed the dynamic constructivist approach, which examines the causal influence of culture on cognition, affect, and behavior. This framework enables new research directions for understanding how individuals navigate multiple cultural systems and their psychological effects. To illustrate these possibilities, I will present research from my lab on racial essentialism, cultural mixing, and cultural attachment. Taken together, these findings offer deeper insights into the complex processes underlying cultural conflicts worldwide.



Ying-yi HONG

Chinese University Hong Kong, Hong Kong

Ying-yi Hong is the Choh-Ming Li Professor at the Chinese University of Hong Kong (CUHK). She earned her Ph.D. in personality and social psychology from Columbia University. Before joining CUHK, she taught at the Hong Kong University of Science and Technology, the University of Illinois at Urbana-Champaign, and Nanyang Technological University in Singapore. Her research focuses on culture and cognition, multicultural identity, and intergroup relations. She worked on projects using experimental social psychology methods to examine identity and intergroup relations during major events, such as handover of Hong Kong's sovereignty to China in 1997, Hurricane Katrina in 2005, Japan Earthquake and Tsunami in 2011, Hong Kong's social events in 2015 and 2019, and COVID-19-related conspiracy beliefs. Ying-yi is the recipient of the Otto Klineberg Intercultural and International Relations Award in 2001, International Society for Self and Identity Outstanding Early Career Award in 2004, and Nanyang Award for Research Excellence in 2013, and the Outstanding Contributions to Cultural Psychology Award in 2020. She was Fellow of the Center for Advanced Study in the Behavioral Sciences (CASBS) at Stanford University in 2018 and the Senior Research Fellow of Hong Kong Research Grant Council (2021-26). She is currently serving on the Board of Directors of the Society for Personality and Social Psychology (SPSP). More information about her research is available at www.yingyihong.org.

A Common 2D Framework:

Using Humans' "Relation-Tinted Glasses" to Compare Concepts Across Cultures

Two dimensions have been found in a multitude of interpersonal judgement constructs, often termed in psychology as the Big Two of Agency and Communion. Their ubiquity is hypothesized to be rooted in common evolutionary challenges of social connection and problem solving. Osgood and colleagues' (1957/1964) first used them to compare word meaning across cultures, consistently finding an Evaluative dimension (Communion), and two less stable dimensions of Potency or Activity (Agency). These dimensions are generally seen as emerging from the construct itself, e.g. personality traits are truly agentic or communal. But explicitly conceptualizing the 2Ds as structuring how humans rate all constructs, as if we are perceiving the world through "relationship-tinted" glasses, may allow for bigger-picture utilizations. I will illustrate how a Common Framework analysis allows for more insightful cross-language comparisons of the lay prototypes of Moral Character and Gratitude, in Chinese and English. A common 2D framework could be the source of, but also conceptually different from, similar-sounding concepts in personality, emotions, and the Inglehart-Welzel World Cultural Map. I look forward to discussing statistical puzzles (circumplex vs. factors), whether and how to differentiate a common 2D framework from similar-sounding theories, and forms of evidence still needed.

Emma E. BUCHEL

Education University Hong Kong, Hong Kong



Dr. Emma E. Buchtel (BOOK-tull) is Associate Professor and Associate Dean (International Engagement) in the Department of Psychology, Faculty of Education and Human Development, at the Education University of Hong Kong. She received her PhD in cultural psychology from the University of British Columbia in 2009, her B.A. from Yale University in 1999, and spent four years in mainland China in between. Her research aims to deepen our understanding of Chinese cultural influences on psychology, including moral concepts, values, motivation and reasoning styles, and their implications for Western psychological theories. She uses interdisciplinary approaches, multiple/mixed methods with cross-cultural data (e.g. psychophysiological data, qualitative data, quantitative surveys and experiments) and adopts open-science practices.

Do Scale and Size Matter for Culture and Action?

How do people make choices about their actions? Broadly speaking, social scientific explanations tend to fall into two camps, emphasizing either individual decision-making or cultural/structural constraints. Scholars who examine organizational spheres offer a middle ground of sorts, focusing on the structure of relations among a set of actors and showing that individuals look to others in their organizational sphere to determine which actions lead to desirable outcomes. However, much of this work assumes that individuals operate within a single organizational sphere. Yet, in the contemporary world, many people are embedded in multiple spheres -- even within the same domain of activity -- each with distinct cultural and structural characteristics that shape how individuals obtain information about their cultural environment and make choices about their actions. This paper develops a theory of scalar variation in organizational spheres, arguing that spheres differ in both scale (from sub-national to supra-national) and size (from small to large), with significant consequences for how individuals navigate their social environments and make decisions. We propose a typology of organizational spheres based on these dimensions and explore how multi-scalar embeddedness influences action. By shifting the focus from fields as abstract structures to actors navigating organizational spheres with varying interpersonal dynamics, we build on and extend theories of fields to better account for how individuals make choices in complex social environments.



Vanina LESCHZINER

University of Toronto, Canada

Vanina Leschziner is an Associate Professor in the Department of Sociology at the University of Toronto, and Affiliated Faculty at the Culinarium Research Centre at the University of Toronto. Her primary areas of interest are social theory, culture, cognition, evaluation, organizations, and creativity and innovation. Her book *At the Chef's Table: Culinary Creativity in Elite Restaurants* (Stanford University Press) analyzes the creative work and occupational careers of elite chefs to explain the social dynamics of cultural creation. Her current work includes a book manuscript titled *Culture and Creativity* (under contract with Polity Press), research on cognition and the senses, action in organizational fields, and social influence. Her research has been published in *Annual Review of Sociology*, *Sociological Theory*, *Theory and Society*, *Social Psychology Quarterly*, and *Sociological Forum* among other publications.

‘Like a Fish in the Water’:

Personal Culture-Structure Fit and Subjective Well-being

This presentation introduces the concept of structural fit—the alignment between individuals’ personal cultural orientations and the broader societal context—and examines its implications for subjective well-being (SWB) across two domains: gender norms and perceptions of democracy. Drawing on data from the joint EVS/WVS 2017–2022 across more than 85 countries, we explore how SWB is influenced by the fit between (1) personal gender norms and public gender norms, (2) personal gender norms and societal gender equality, (3) personal perceptions of democracy and collective societal representations, and (4) personal perceptions and expert evaluations of democratic quality. Across both studies, findings consistently show that cultural congruence between the individual and society is associated with higher SWB, particularly when individuals hold progressive gender views or positive perceptions of democracy in societies that share or support these views. Importantly, this cultural fit effect is stronger than the objective fit with institutional indicators like gender equality or expert democracy scores. However, we also find asymmetries: while alignment with positive collective perceptions enhances well-being, alignment with negative public views does not offer similar benefits. Together, these studies highlight the importance of integrating sociological and psychological perspectives on person–environment fit and provide new insights into how the congruence between personal and public culture contributes to well-being in a global context.

Francisco OLIVOS

Lingnan University, Hong Kong



Dr. Olivos is an Assistant Professor of Sociology and Social Policy at Lingnan University in Hong Kong. He holds a PhD in Sociology from The Chinese University of Hong Kong, as well as master’s degrees in Sociology and Social Research from Utrecht University in the Netherlands and in Sociology from the Pontificia Universidad Católica de Chile. His research lies at the intersection of cultural sociology, subjective well-being, and social stratification, with a strong emphasis on quantitative and computational methods. He was recently awarded a General Research Fund (GRF) grant from the Research Grants Council of Hong Kong to examine the implications of person–environment fit for subjective well-being using cross-national data. As a versatile quantitative researcher, he employs a wide range of techniques, including multilevel modeling, factorial surveys, and computational text analysis. His work spans various substantive areas and has been published in leading journals such as *The British Journal of Sociology*, *Journal of Happiness Studies*, *Poetics*, *European Societies*, and *Social Science & Medicine*. Notably, his research using computational text analysis has also appeared in *Journal of Research in Crime and Delinquency* and *Review of Education*.

Interpreting Value Changes Across Countries Using Archetypes as Anchor Points – Individual and Country Level Perspectives

Schwartz's seminal psychological theory on human values (Schwartz, 1992, 2012) explains differences among individuals and countries. His instruments are robust, showing similar value structures across nations despite varying priorities. Our study examines value changes over time from both individual-level and country-level perspectives. For the individual level perspective, we use archetype analysis. This method identifies extreme observations representing specific value combinations, which are stable over time and useful for monitoring group changes. Country scores are averages of individual scores. Using European Social Survey data across 29 countries over a 20-year period, we identify three archetypes: Growth-focus, Self-focus, and Social-focus, all fitting Schwartz's theory. Changes in value priorities over time are observed between countries, with Growth-focus prevalence influenced by political and economic conditions. Wealthier and more democratic countries have a larger number of growth-focused individuals. For the country level perspective, we start with country-level value scores as input in the archetype analysis. We explain various results, emphasizing that values are individual level constructs based on survey responses. We argue that valid comparisons over time require equivalence of constructs across countries. The discussion focusses on the need for integrating the two perspectives with a plea for a strong theoretical basis of population-level constructs.



Hester van HERK

Vrije Universiteit Amsterdam, The Netherlands

Hester van Herk is a full professor of Cross-Cultural Marketing Research at Vrije Universiteit Amsterdam, the Netherlands, and Adjunct Senior Research Fellow at the University of Western Australia. She earned an MSc in psychology from Leiden University, then worked as a scientific researcher in business and government. She later returned to academia to complete a PhD in marketing and cross-cultural psychology at Tilburg University in 2000. After her PhD, she joined Vrije Universiteit Amsterdam, where she has served as Program Director of the Bachelor of Business Administration and Acting Chair of the Marketing Department. Her research focuses on how human values influence behavior across cultures, using large-scale survey data to study people in both developed and emerging societies. She also specializes in cross-cultural research methodology, examining how cultural context shapes survey responses. Her work has been published in leading journals such as the Journal of Marketing Research, Journal of Cross-Cultural Psychology, Journal of International Marketing, Journal of Common Market Studies, and European Journal of Personality. She coauthored the book *International & Cross-Cultural Business Research* with Jean-Claude Usunier and Julie Anne Lee, and coedited the book *Cross Cultural Issues in Consumer Science and Consumer Psychology* with Carlos J. Torelli.

The Malleability of Cultural Values: Overcoming Conceptual and Methodological Challenges

Understanding cultural change remains central to social science research. The growing availability of long-term data has renewed interest in analyzing cultural change, sparking debate over its mechanisms. Most scholars agree that existential insecurity influences value change (scarcity hypothesis), but whether it occurs across generations or also within lifetimes remains debated. Inglehart's socialization hypothesis, now represented by the settled disposition model, argues that values formed in pre-adulthood remain stable, with change occurring mainly through intergenerational replacement and limited individual adaptation (Restrepo Ochoa & Vaisey, 2024; Kiley & Vaisey, 2020; Vaisey & Kiley, 2021). However, Tormos (2019) and Akaliyski & Tormos (forthcoming) challenge this, presenting evidence of substantial within-individual value change in Western societies, favoring the alternative active updating model. Using panel and repeated cross-sectional data combined with diverse modelling strategies, we provide empirical evidence for this alternative perspective. We address key debates in cultural change, including individual vs. societal shifts, the often-misunderstood implications of age, period, and cohort effects, and the importance of triangulating across data sources and country contexts. We advocate for a theory-driven approach that considers both exogenous and endogenous influences on value dynamics, reviewing mechanisms of change and discussing improved modelling strategies for understanding these complex processes.

Raül TORMOS

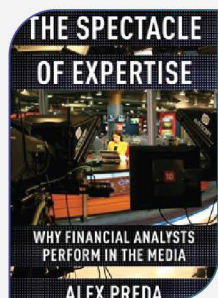
Center for Public Opinion Studies,
Government of Catalonia, Spain



Dr. Raül Tormos is the Head of Methodology and Research at the Center for Public Opinion Studies (CEO), the official polling institute of the Catalan Government in Spain. He also teaches political behavior at the Open University of Catalonia (UOC). He holds a PhD in political science from the Autonomous University of Barcelona and a BA in sociology from the University of Barcelona. He was a TMR research fellow at the MZES in Mannheim, and received specialized training at UC Berkeley, University of Oslo, the University of Essex, and RECSM. His research explores how societies change over time, focusing on public opinion, cultural values, and political behavior, while integrating insights from cross-cultural psychology. Methodologically, he specializes in age-period-cohort analysis, multilevel modelling, time series analysis, causal inference, experimental design, and survey methods. His work has appeared in different journals including British Journal of Political Science, Public Opinion Quarterly, Journal of Cross-Cultural Psychology, Frontiers in Public Health, International Journal of Comparative Sociology, European Political Science Review, Journal of Elections, Public Opinion and Parties, Social Indicators Research, International Journal of Public Opinion Research, among others. His book, *The Rhythm of Modernization. How Values Change over Time*, was published by Brill in 2019.

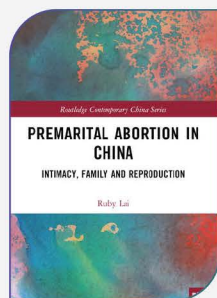
RESEARCH HIGHLIGHTS

Department of Sociology and Social Policy



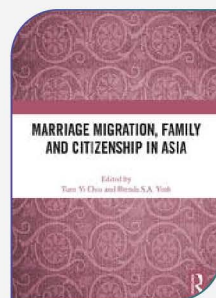
The Spectacle of Expertise

Alex PREDA



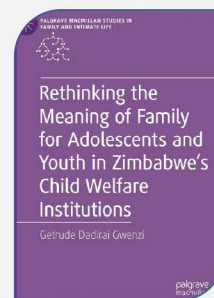
*Premarital Abortion in China
Intimacy, Family and Reproduction*

LAI Yuen Shan Ruby



*Marriage Migration, Family
and Citizenship in Asia*

CHIU Tuen Yi Jenny



*Rethinking the Meaning of Family
for Adolescents and Youth
in Zimbabwe's Child Welfare Institutions*

Getrude Dadirai GWENZI

Plamen AKALIYSKI

Akaliyski, P., & Tormos, R. (forthcoming). Development, institutions, and identity: Reshaping Europe's post-Cold War moral landscape. *Journal of Cross-Cultural Psychology*.

CHEN Xi Stefan KÜHNER

Chen, X., & Kühner, S. (2025). Life stressors, social support, and children's subjective well-being during the COVID-19 pandemic: Evidence from a cross-national survey of 20 societies. *Child Indicators Research*.

CHIU Tuen Yi Jenny

Chiu, T. Y., & Ho, E. L. E. (2023). Temporariness and post-migration adaptation of older migrants: The case of Chinese grandparenting migrants in Singapore. *International Migration Review*, 57(3), 1279–1306.

YAU Yung

Huang, Y., Liang, C., Wang, Z. & Yau, Y. (2024) Pandemic under roofs: The untold story of resilience in Hong Kong's sub-divided units. *Applied Geography*, 168, 103319. doi: 10.1016/j.apgeog.2024.103319

LAI Yuen Shan Ruby

Lai, R. Y. (2025). Political polarization and intimate distance: Negotiating family conflicts during a high-risk protest movement. *Current Sociology*, 73(3), 388-406.

LI Lulu

Li, L., & Song, J. (2024). Geographical downward mobility and social upward mobility: Women's return migration and entrepreneurship in China's small cities. *American Behavioral Scientist*.

LIN Jiaying

Lin, J. (2024). 'Worthy survivors' of domestic violence in the eyes of the Beijing courts. *Journal of Law and Society*, 51, 539–561.

Stefan KÜHNER

Mumtaz, Z., & Kühner, S. (2025). Towards a theorization of the global community welfare regime: Depicting four ideal types of the community's role in welfare provision. *Journal of European Social Policy*.

Francisco OLIVOS

Olivos, F., & Araki, S. (2023). Cultural capital and perception of teacher-student relationships: Uncovering inequalities at schools in China. *The British Journal of Sociology*, 74(3), 376–401.

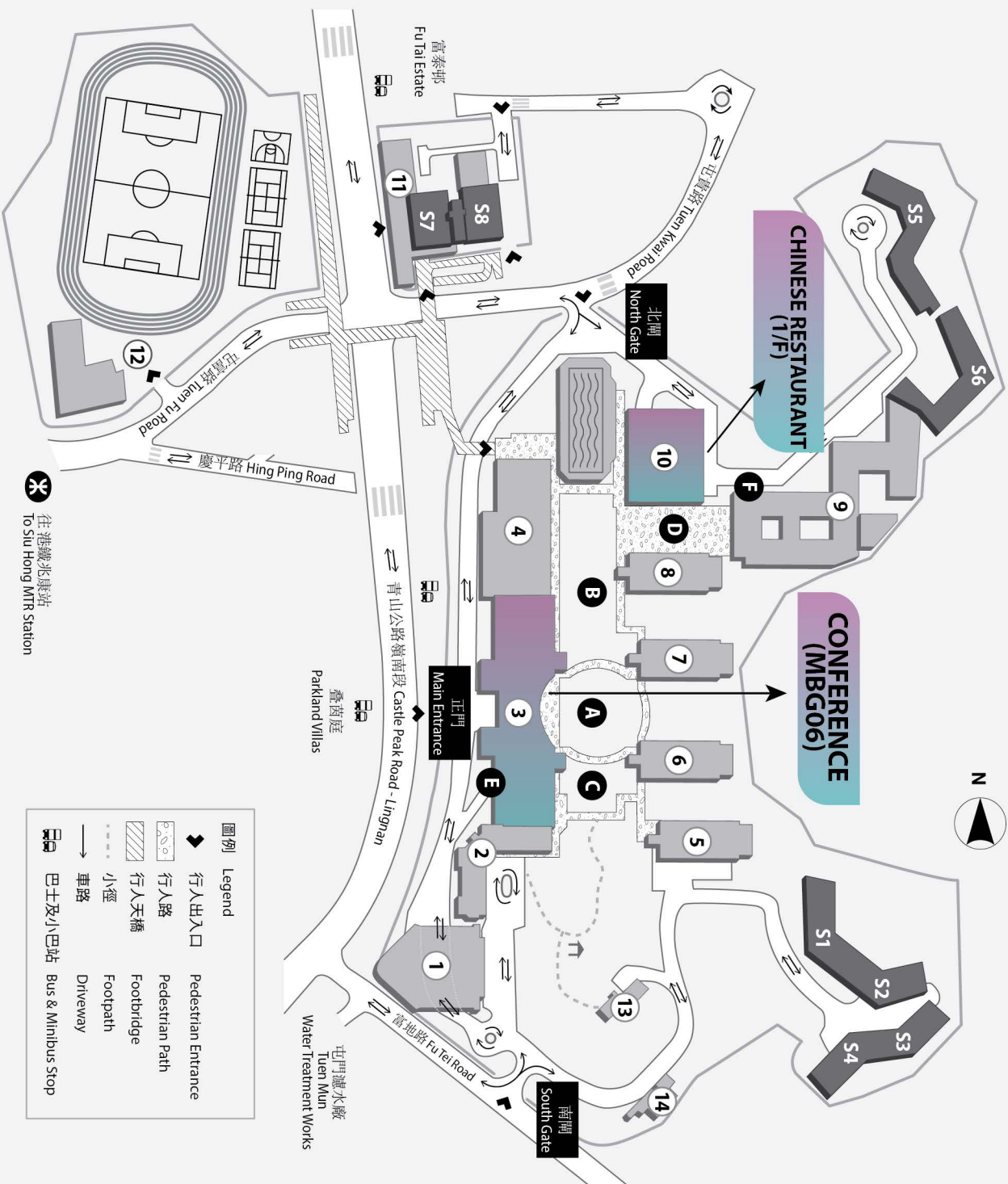
REN Chunhui

Ren, C. (2022). A dynamic framework for earnings inequality between Black and White men. *Social Forces*, 100(4), 1449–1478.

Ginbert CUATON

See, J., Cuaton, G., Wilmsen, B., & Peja, P. J. (2025). Uncovering the drivers of climate gentrification in the Global South: Case study of Tacloban City, Philippines. *Political Geography*, 117, 103275.

CAMPUS MAP



校園地圖

Campus Map

- ① 陳德泰大會堂
- ② 黃氏行政大樓

Chan Tak Tai Auditorium
Wong Administration Building

- ③ 李運強教學大樓
- 廊森活圖書館

Patrick Lee Wan Keung Academic Building
• Fong Sum Wood Library

- ④ 綜合運動大樓
- 田家炳游泳池

Indoor Sports Complex
• Tin Ka Ping Swimming Pool

- ⑤ 何善衡樓

Ho Sin Hang Building

- ⑥ 梁球瑑樓

Leung Kau Kui Building

- ⑦ 林炳炎樓

B. Y. Lam Building

- ⑧ 黃玉蘭樓

Dorothy Y. L. Wong Building

- ⑨ 劉仲謙樓

Lau Chung Him Building

- ⑩ 劉李婉嫻康樂樓

Lau Lee Yuen Haan Amenities Building

- ⑪ 郭少明伉儷樓

Simon and Eleanor Kwok Building

- ⑫ 潘蘇通運動場
- 和富李宗德

Pan Sutong Sports Ground
• Wofoo Joseph Lee

- ⑬ 校長寓所

President's Lodge

- ⑭ 訪客宿舍

Visitors' Quarters

- A 永安廣場
- B 現代花園
- C 余近卿紀念園及紀念亭

Wing On Plaza
Contemporary Garden
Yu Kan Hing Memorial Garden & Pavilion

- D 乾新坊 (天幕)

Kin Sun Square (Skylight)

- E 地下停車場入口

Underground Car Park Entrance

- F 有蓋停車場入口

Covered Car Park Entrance

學生宿舍

- S☒ 蒙民偉樓
- S☒ 東亞堂
- S☒ 香港崇正總會樓
- S☒ 霍藻棉樓
- S☒ 忠信堂
- S☒ 逸民堂
- S☒ 林護堂
- S☒ 賽馬會堂
- S☒ 賽馬會博雅堂
- S☒ 黃浩川堂
- S☒ 伍聚宜堂

Student Hostels

William M. W. Mong Hall
The Bank of East Asia Hall
Tung Tsun Association Hall
Fok Cho Min Hall
Chung Shun Hall
Yee Min Hall
Lam Woo Hall
The Jockey Club Hall
The Jockey Club New Hall
Wong Hoo Chuen Hall
Wu Jieh Yee Hall



| 圖例 Legend | |
|-----------|--------------------|
| | 行人出入口 |
| | 行人路 |
| | 行人天橋 |
| | 小徑 |
| | 車路 |
| | 巴士及小巴站 |
| | Bus & Minibus Stop |

