

上海外国语大学校级重大科研项目  
跨文化研究系列  
总主编 顾力行 Michael Prosser

跨文化研究  
Intercultural Research

4

# VALUE FRAMEWORKS AT THE THEORETICAL CROSSROADS OF CULTURE 价值观研究的框架： 文化与跨文化的理论基础

外跨文化研究中心

ited by the SISU Intercultural Institute

主 编：顾力行 (Steve J. Kulich)

麦克 H. 普罗司 (Michael H. Prosser)

翁立平 (Liping Weng)

 上海外语教育出版社  
SHANGHAI FOREIGN LANGUAGE EDUCATION PRESS

www.sflep.com

上海外国语大学校级重大科研项目

跨文化研究系列

总主编 顾力行

跨文化研究  
Intercultural Research

4

# VALUE FRAMEWORKS AT THE THEORETICAL CROSSROADS OF CULTURE 价值观研究的框架： 文化与跨文化的理论基础

上外跨文化研究中心

Edited by the SISU Intercultural Institute

主 编：顾力行 ( Steve J. Kulich )

麦克 H. 普罗斯 ( Michael H. Prosser )

翁立平 ( Liping Weng )

## 图书在版编目(CIP)数据

价值观研究的框架: 文化与跨文化的理论基础/顾力行(Kulich, S.), 普罗斯(Prosser, M. H.), 翁立平主编. —上海: 上海外语教育出版社, 2012

(跨文化研究系列)

ISBN 978-7-5446-2881-5

I. ①价… II. ①顾…②普…③翁… III. ①比较文化—研究 IV. ①G04

中国版本图书馆 CIP 数据核字(2012)第 205749 号

**出版发行: 上海外语教育出版社**

(上海外国语大学内) 邮编: 200083

**电 话:** 021-65425300 (总机)

**电子邮箱:** bookinfo@sflap.com.cn

**网 址:** <http://www.sflap.com.cn> <http://www.sflap.com>

**责任编辑:** 陶 怡

---

**印 刷:** 上海华业装璜印刷厂有限公司

**开 本:** 850×1168 1/32 印张 19 字数 577千字

**版 次:** 2012 年 12 月 第 1 版 2012 年 12 月 第 1 次印刷

**印 数:** 2 100 册

---

**书 号:** ISBN 978-7-5446-2881-5 / G · 0948

**定 价:** 52.00 元

本版图书如有印装质量问题,可向本社调换

# 跨文化研究系列编委会

## 主 编

顾力行(上海外国语大学, 上外跨文化研究中心)

麦克 H. 普罗斯(上海外国语大学, 上外跨文化研究中心)

## 顾问编委(国内与国际)

陈国明(美国罗得岛大学)

陈 凌(香港浸会大学)

戴晓东(上海师范大学)

高一虹(北京大学)

关世杰(北京大学)

韩友耿(德国柏林洪堡大学)

胡礼忠(上海外国语大学)

胡文仲(北京外国语大学)

贾文山(美国查普曼大学)

贾玉新(哈尔滨工业大学)

姜 飞(中国社科院新闻与传播研究所)

卢西替戈(美国加州圣地亚哥州立大学)

陆建非(上海师范大学)

吕 乐(上海理工大学)

单 波(武汉大学)

宋 莉(哈尔滨工业大学)

孙有中(北京外国语大学)

魏 明(美国堪萨斯大学)

寇世纳(美国肯特州立大学)

许力生(浙江大学)

徐欣吾(东北财经大学)

颜静兰(华东理工大学)

严文华(华东师范大学)

张红玲(上海外国语大学)  
张惠晶(美国伊利诺大学芝加哥分校)  
张 睿(加拿大阿尔伯塔大学)  
张雁冰(美国堪萨斯大学)  
郑 伟(日本东京国际基督教大学)  
庄恩平(上海大学)  
庄智象(上海外语教育出版社)

## **上外跨文化研究中心执行编委**

顾力行(上外跨文化研究中心执行主任)  
张红玲(上外跨文化研究中心副主任)  
王志强(上外跨文化研究中心副主任)  
于朝晖(上外跨文化研究中心副主任)  
迟若冰(上外跨文化研究中心研究助理)  
周 怡(上外跨文化研究中心研究助理)  
王一安(杭州电子科技大学)  
翁立平(上海外国语大学)  
梁文波(上海外国语大学)

# **The Editorial Board of *Intercultural Research***

## **Series Editors:**

***Steve J. Kulich***, SII Executive Director,

Shanghai International Studies University

***Michael H. Prosser***, SII International Board Chair,

Emeritus, University of Virginia

## **Editorial Board, Domestic and International: ( in alphabetical order)**

***Hui-ching Chang***, University of Illinois Chicago, USA

***Guo-Ming Chen***, University of Rhode Island, USA

***Ling Chen***, Hong Kong Baptist University

***Kenneth Cushner***, Kent State University

***Xiaodong Dai***, Shanghai Normal University

***Yihong Gao***, Peking University

***Shijie Guan***, Peking University

***Jürgen Henze***, Humboldt University, Berlin, Germany

***Danny Hsu***, Dongbei University of Finance and Economics

***Lizhong Hu***, Shanghai International Studies University

***Wenzhong Hu***, Beijing Foreign Studies University

***Wenshan Jia***, Chapman University, USA

***Yuxin Jia***, Harbin Institute of Technology

***Fei Jiang***, Center for World Media Studies, Chinese Academy of  
Social Sciences

***Jianfei Lu***, Shanghai Normal University

***Myron Lustig***, San Diego State University, USA

***Le Lv***, University of Shanghai for Science and Technology

*Bo Shan* , Wuhan University  
*Li Song* , Harbin Institute of Technology  
*Youzhong Sun* , Beijing Foreign Studies University  
*Cooper Wakefield* , University of Kansas, USA  
*Lisheng Xu* , Zhejiang University  
*Jinglan Yan* , East China Science & Technology University  
*Wenhua Yan* , East China Normal University  
*Hongling Zhang* , Shanghai International Studies University  
*Rui Zhang* , University of Alberta, Edmonton, Canada  
*Yan Bing Zhang* , University of Kansas, USA  
*Wei Zheng* , International Christian University, Tokyo, Japan  
*Enping Zhuang* , Shanghai University  
*Zhixiang Zhuang* , Shanghai Foreign Language Education Press

## **The SISU Intercultural Institute Executive Editorial Committee:**

*Steve J. Kulich* , SII Executive Director  
*Hongling Zhang* , SII Deputy Director  
*Zhiqiang Wang* , SII Deputy Director  
*Zhaohui Yu* , SII Deputy Director  
*Ruobing Chi* , SII Assistant Researcher  
*Kathy Yi Zhou* , SII Assistant Researcher  
*Yi'an Wang* , Hangzhou Dianzi University  
*Liping Weng* , Shanghai International Studies University  
*Wenbo Liang* , Shanghai International Studies University

# Contents

Acknowledgements .....	1
Series Preface <i>Michael H. Prosser</i> .....	3
Foreword <i>Harry C. Triandis</i> .....	8
Preface to the Two Values Volumes <i>Steve J. Kulich</i> .....	18

## Part One

### 第一部分

#### Reviewing History: The Beginnings of Comparative Cultural Values Studies 历史背景：跨文化价值观比较研究的起源

Chapter 1 Values Studies: The Origins and Development of Core Cross-Cultural Comparisons <i>Steve J. Kulich</i> .....	33
Chapter 2 The Empirical Foundations of Current Values Research <i>Steve J. Kulich and Jia He 何 佳</i> .....	71
Chapter 3 Values, Valences, Actions, Justice, and Emotions: The Flinders Program of Research on Values Forty Years On <i>Norman T. Feather</i> .....	103
Chapter 4 Value Frameworks across Cultures: Hofstede's, Ingelhart's, and Schwartz's Approaches <i>Sachiyo M. Shearman</i> ...	137

## Part Two

### 第二部分

#### Building Frameworks: The State of the Art on Empirical Values Research 构建框架：价值观定量研究的技巧及现状

Chapter 5 Dimensionalizing Cultures: The Hofstede Model in	
--	--



	Context <i>Geert Hofstede</i> .....	183
Chapter 6	Expanding Hofstede's Model with New Dimensions from the World Values Survey and National Statistics <i>Michael Minkov</i> .....	217
Chapter 7	Measuring National Cultures: Forty Years On <i>Peter B. Smith</i> .....	239
Chapter 8	Basic Human Values: Their Content and Structure across Cultures <i>Shalom H. Schwartz</i> .....	257
Chapter 9	Robustness and Fruitfulness of a Theory of Universals in Individual Values (The PVQ) <i>Shalom H. Schwartz</i> .....	295
Chapter 10	Mapping and Interpreting Cultural Differences around the World <i>Shalom H. Schwartz</i> .....	339

## Part Three

### 第三部分

## Integrating Comparisons: Moving Ahead with Values Research

### 综合比较：价值观研究的继续发展

Chapter 11	Universal Human Rights as Universal Values: A Historical Perspective <i>Michael H. Prosser</i> .....	383
Chapter 12	Beyond Value Differences in Intercultural Research: State-of-the-Art Research on Attributional Differences and Their Implications for Cross-Cultural Interactions <i>Rosita D. Albert</i> .....	435
Chapter 13	The Cultural Fit of Global Values Surveys in East Asia: The Urgency to Include East Asian-Origin Concepts <i>Henk Vinken</i> .....	465
Chapter 14	Going Beyond Chinese Values: An Insider's Retrospections <i>Michael Harris Bond</i> .....	507
Chapter 15	What Does It Mean to Be "Chinese"? Studying Values	

	as Perceived by Chinese Immigrants to the United States and by Their Children <i>Todd L. Sandel, Anna Wong Lowe, and Wen-Yu Chao</i> 申大德, 黄颂安, 赵文煜 .....	529
Chapter 16	Revisiting Trompenaars and Hampden-Turner: Drawing the Lines of Intercultural Communication in a China-European Joint Venture <i>Jia Lu</i> 卢 嘉 and <i>Ian Weber</i> .....	559
About the Authors	.....	581
About the Series	.....	595

# Acknowledgements

The development and publication of these two volumes (*Intercultural Research Vol. 4 and Vol. 5*) on values studies could not have been made possible without the generous institutional support of the leaders, officials, and faculty of Shanghai International Studies University and that of those scholars who have laid the foundations for this research focus in the Association of Cross-cultural Psychology (IACCP), International Academy of Intercultural Research (IAIR), International Association of Intercultural Communication Studies (IAICS) and the Association of Chinese Communication Studies (ACCS). It is our great pleasure to present their seminal work here for the Chinese reading and research public.

Professors Steve Kulich and Michael Prosser are grateful for these years of cooperation since 2005 on this and related projects, and for the excellent work by the editorial team in the SISU Intercultural Institute (SII).

We specifically express our gratitude for the award of a SISU “211 Project” 3-year Key Research Project (KX161010) entitled “Intercultural Communication Series Research” (2007 – 2010) of which the development of these two volumes was an integral part. They are now being completed as part of a two-year SISU Research Project (Grant # 2011114032) entitled “Interdisciplinary Research on Chinese People’s Values” (2012 – 2013).

Earlier renewable grants provided by Resource Exchange International, Inc. were also instrumental to framing, launching, and carrying out this project. Specifically important was funding for “the Shanghai Chinese Values Project (SCVP)” and its extensions from 1996 –

2006 (REI Project #CHN-Kul-2 – 96, Initial Grant, Phase 2, Phase 3).

This overall project and focus of research at SISU has been committed to contributing to the internationalization and interdisciplinary cooperation of the university, the SII, and the field by linking cooperating intercultural researchers on interdisciplinary research and writing projects, selecting and editing the best new work, and publishing continuing topical volumes in this monograph series of *Intercultural Research*.

While past volumes in this series have sought to showcase the research achievements of our national CAFIC scholars or those doing studies on the Chinese in the IAICS or ACCS, these two volumes seek to highlight the benchmarks of international scholarship in an effort to move the enterprise of values studies forward both domestically and internationally.

This series was not designed to be a set of “conference volumes” as some have suggested, but rather from the outset, to provide a series where each volume is focused on one important topic/theme, and each chapter is a specially invited “state-of-the-art” summary of a key topic in intercultural communication studies. This volume in particular attempts to fulfill the high goals we have for this series, having both international and domestic scholars providing their best work as a reference or benchmark on which to further the research agenda. We are grateful to all who have contributed, and all who will build on the chapters put forward here.

The Editors, Shanghai

# Series Preface

Michael H. Prosser

*Chair, SII International Advisory Board*

(email: [prossermichael@gmail.com](mailto:prossermichael@gmail.com))

Ancient Athens served as an intercultural and intellectual crossroads for Asia and Europe. The Greek philosopher, Socrates' famous statement "I am neither a citizen of Athens, nor of Greece, but of the world" speaks eloquently of the impact of intercultural communication, comparative analysis, and the importance of identity clarification both in his and contemporary society. Greek philosophers Socrates, Plato, and Aristotle all looked outward from their own culture, identifying or debating major world value orientations such as goodness, justice, truth, and happiness. For East Asia, multiple schools of thought developed during the Spring and Autumn Period, shaping China's cross-state communication. Confucius' *Analects* articulated the role of *ren* (benevolence and kindness), *li* (propriety and right living through ritual), *de* (moral power), *dao* (internalized moral direction), and *mianzi* or *lian* (externalized social image and harmony). These Confucian orientations were integrated into what became the fabric of not only the Chinese state, but the educational and philosophical orientation of much of East and South Eastern Asia.

All of these early cultural conceptualizations of identities and values strongly support the potentially positive intercultural, multicultural, and global world orientations that have enhanced a dialogue of civilizations and cultures, and stress factors that are unifying rather than divisive. The challenge continues to be substantial since intercultural, multicultural, and global communication might just as easily be highly negative with increasing war, poverty, crime, and pandemics. The goal of all those interested in promoting a better local and global society vastly prefers the

former.

The location from which this series originates shows some of these dynamics and contradictions. Just as each nation and people must deal with highs and lows, China is grappling both with some of the positive dialogues of modernization and internationalization, and also the challenges of divergent cultural or global discourses. From the depths of the Wenchuan earthquake in Sichuan that rallied not only the nation's, but the world's sympathy, engagement and commitment to rebuild, to the heights of the spectacularly well-orchestrated and successful 2008 Beijing Olympics; from the ongoing challenges of natural disasters like floods or human tragedies and accidents or the global financial crisis, to the futuristic development of Shanghai and its visionary and record-breaking participation and cooperation at the 2010 Shanghai Expo, we see these human and intercultural dynamics at work.

I would suggest that intercultural communication as a field has emerged to embody and embrace both these challenges of human clashes and the dialogues across cultures and civilizations. The anthropologists Edward T. Hall and Ruth Benedict serve as the symbolic grandparents of intercultural communication in North America, though neither set out to begin a new field. Others in North America in the 1960s and 1970s and coming from various viewpoints (see Vol. 2 for the complete list of influencing scholars) and I sought early to develop an intercultural communication discipline or sub-discipline, which has now spread broadly through much of the academic world.

When the field of intercultural communication began to develop rapidly in China during the 1980s and 1990s, such Chinese scholars (also alphabetical) as Ruiqing Du, Yihong Gao, Wenxiang Gong, Jiazuo Gu, Shijie Guan, Daokuan He, Wenzhong Hu, Yuxin Jia, Dajin Lin, Hongyin Wang, Qi Wang, and their contemporaries each brought and Sinocized many of these western intercultural theories and practical implications for China. Michael Harris Bond (originally from Canada), Kuo-Shu Yang, Kwang-Kuo Hwang, Chong-fan Yang, Kwok Leung, Lianxiang Sha (in Beijing), Kai-ping Peng (originally from Beijing, now at UC Berkeley)

and others have also sought to indigenize social and cultural psychology to strengthen Chinese scholarship on intercultural communication. Currently many Chinese scholars, either in China itself, in North America, or other regions around the world, have developed robust theories and models or have postulated newer ones, as has been well articulated and documented by Hui-ching Chang, Guo-Ming Chen, Ling Chen, Wenshan Jia and Mingzhi He, in the premier volume of this series, *Intercultural Perspectives on Chinese Communication* (2007).

The SISU Intercultural Institute (SII) of Shanghai International Studies University (SISU), under the executive leadership of Steve J. Kulich (顾力行), has accepted a mandate to undertake an *Intercultural Research* series of volumes which seeks to publish “cutting edge and seminal articles on the state of the intercultural field” in a variety of areas. As formulated in the establishment of the series, Kulich emphasized that “Each volume will focus on one primary domain and will include diverse theoretical and applied research from cultural, intercultural or cross-cultural approaches for that area, seeking to present and frame a ‘state of the art’ or an extended development summary on the topic.”

The SII is committed to close cooperation with both Chinese and international scholars, and that was reflected both in the first volume entitled *Intercultural Perspectives on Chinese Communication*, where domestic scholars of the CAFIC were joined by international scholars from communication studies, social linguistics, indigenous and cross-cultural psychology to contribute seminal reviews of IC in their areas of focus. SII is also committed to highlight and bring some integration to the diverse disciplines that influence, contribute to or are informed by intercultural scholarship. This is illustrated particularly by efforts in that first and subsequent volumes to invite contributions from communication studies at both the interpersonal (*jiaoji*) as well as mass communication (*chuanbo*) levels and also to include the perspectives of cultural psychology, cultural anthropology and other related fields. The interdisciplinary nature of IC motivates the SII team to identify and integrate those aspects that contribute to shared foundations for the field, especially as these reflect

intercultural, multicultural human development, in keeping with our motto to “develop a discipline to develop people.”

This focus on cooperation continues with the biennial thematic IC conferences held by Shanghai Normal University, part of the dynamic cooperation among CAFIC Shanghai Branch institutions (which also includes regular cross-city scholar forums and the annual IC outstanding MA thesis conference). The next two volumes have highlighted such interdisciplinary and multi-perspective scholarship on *Identity and Intercultural Communication* focusing on *I: Theoretical and Contextual Construction* (Vol. 2), and *II: Conceptual and Contextual Applications* (Vol. 3). Other volumes in the series take up the important topic of IC values — *Value Frameworks at the Theoretical Crossroads of Culture* (Vol. 4) and *Value Dimensions and Their Contextual Dynamics across Cultures* (Vol. 5). Later volumes will focus on subsequent SHNU conference themes, like IC and acculturation, IC research methodologies and other important topics for IC disciplinary development.

Naturally, since Shanghai Foreign Language Education Press is publishing the series, Chinese academic contributions are especially encouraged, as well as those from the wider international academic community. Based on Professor Kulich’s many years of scholarship on values, it is very meaningful that the SISU Intercultural Institute’s fourth and fifth volumes are centered on the continuing examination of value studies and their applications. Indeed, the first year postgraduate course that he has taught since 2002 for intercultural communication MA students focuses specifically on the theoretical and applied research on value studies, identities, and core-culture domains. It may be one of the few such courses internationally to stand alone on these topics within the broader academic study of intercultural communication. Related to other strands of research, the course that he developed in 2005 on “Intercultural Research Foundations: History and Status” has become a springboard for one of the first doctoral programs in intercultural communication (*kuawenhua jiaoji*) in China. Coursework, conference papers and contributions to the “Interdisciplinary Survey of Intercultural



Communication Research” will surely provide ongoing stimulus and ready application for future volumes.

In his foreword for the first volume, *Intercultural Perspectives on Chinese Communication* (2007), Shijie Guan noted that three features characterize the book: (1) It serves as an interdisciplinary platform for China’s IC research; (2) it emphasizes the importance of scientific methodology in IC research; (3) it focuses on the localization of IC research. He concludes his remarks by saying that “The publication of this series is an occasion to celebrate for the entire Chinese IC community: My hope is that it develops into a series that is interdisciplinary, methodology-promoting, indigenized into the Chinese settings and blend well theories with practice (p. xvi).” As he also notes in that foreword, “In today’s world, communication between various cultures have become an important task for human beings. Just as Lourdes Arizpe, chair of the Scientific Committee of the *World Culture Report*, 2000, says, ‘Cultural exchanges are in fact the axis of the new phenomena’ as global cultures develop and change (p. ix).”

Since the initial books by Edward T. Hall, *The Silent Language*, *The Hidden Dimension*, *Beyond Culture*, and *The Dance of Life* began to shape the early study of intercultural communication theoretically and practically, so too, it is reasonable to assume that these volumes might provide new impetus for the academic study of various cultural contexts. The historical development, frameworks and research approaches presented both by well-established and emerging scholars in these volumes will surely move the academic understanding of key intercultural topic areas ahead. Each volume’s contribution toward highlighting theoretical constructs, clarifying the “state of the art” and presenting cutting edge research and practical applications will hopefully contribute to a new apex in the field of intercultural communication. To the ongoing development of the intercultural communication discipline both in China and abroad this series is dedicated.

June 16, 2012, Charlottesville, Virginia