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| **Social Psychology : Non-verbal communication : Learning Table 4** **Core Study : Yuki et al (2007)** |
| **A01: DETAILS OF CORE STUDY OF NVC**  **Aim:** To investigate whether there are cultural differences in using the eyes and mouth as cues to recognise emotions in Japan and the United States.  **Procedure:** Yuki et al. carried out a cross-cultural study with 118 volunteer American students and 95 volunteer Japanese students. They carried out a questionnaire where they were asked to rate on a scale of 1 (very sad) to 9 (very happy) the emotional expressions of six different emoticons with combinations of happy and sad eyes and mouths.  **Results:** The two cultures responded differently to the emoticons. The Japanese gave higher ratings to faces with happy eyes and the American participants gave higher ratings to faces with happy mouths.  **Conclusion:** This shows that there are cultural differences in how emotions are expressed and interpreted in faces. This suggests that this aspect of NVC is affected by upbringing and cultural experiences; supporting the social learning theory of NVC. |
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