



Culture and Psychology: People Around the World

By David Matsumoto

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David Matsumoto uses cross-cultural research as a platform to evaluate psychology as we know it and shows readers how to develop their own critical thinking skills. He encourages readers to raise questions about traditional knowledge and theories and to investigate the world around them so they can reap the benefits of diversity and turn its challenges into assets. The Second Edition has been thoroughly updated to reflect current developments in the field and provides an overview of how culture affects psychology to give students a framework they can use throughout the book.

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Editorial Review

About the Author

David Matsumoto is a world-renowned expert in the fields of emotion, nonverbal behavior, deception, and culture. He received his bachelor's degree from the University of Michigan in 1981, double majoring in psychology and Japanese, and his Masters (1983) and Doctoral (1986) degrees in Psychology from the University of California at Berkeley. He has been a Professor of Psychology at San Francisco State University (SFSU) since 1989, and is the Founder and Director of SFSU's Culture and Emotion Research Laboratory. He has produced over 400 academic works, including books, journal articles, book chapters, and conference presentations. His books include well-known titles such as the APA HANDBOOK OF NONVERBAL COMMUNICATION (ed.), NONVERBAL COMMUNICATION: SCIENCE AND APPLICATION (ed.), the CAMBRIDGE DICTIONARY OF PSYCHOLOGY (ed.), CROSS-CULTURAL RESEARCH METHODS IN PSYCHOLOGY (ed.), the APA HANDBOOK OF INTERPERSONAL COMMUNICATION (ed.), the APA HANDBOOK OF INTERCULTURAL COMMUNICATION (ed.), and THE HANDBOOK OF CULTURE AND PSYCHOLOGY (ed.). He is the recipient of many awards and honors in the field of psychology, and is a Fellow of the Association for Psychological Science and the International Academy of Intercultural Research. He is the series editor for Cambridge University Press' series on Culture and Psychology, and former Editor-in-Chief for the Journal of Cross-Cultural Psychology. He has been President and CEO of Humintell (www.humintell.com) since its founding in 2009.

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