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Abstract

The role of the *Journal of Cross-Cultural Psychology (JCCP)* over the past 40 years in enhancing attention to cultural issues within psychology is discussed. Analyses are presented showing frequencies over the past decade with which *JCCP* authors cite other journals and frequencies with which authors in other journals cite *JCCP* authors. *JCCP*'s impact factor over four decades is compared with other relevant journals. Increased coverage in recent years of cultural issues in introductory psychology texts is documented. The journal has been successful as one of the leading outlets for cross-cultural studies and has achieved substantial influence, as measured by citations in relevant literature, in establishing the role culture plays in a broad variety of psychological issues and perspectives.

Keywords

JCCP analyses, influence, impact, analysis of citations

The *Journal of Cross-Cultural Psychology (JCCP)* recently concluded its 40th year as the oldest psychology journal in the world with a masthead policy that focuses exclusively on “culture” as an important factor in shaping all human thought and behavior. Started in 1970 and shortly thereafter becoming the main publication with which the International Association for Cross-Cultural Psychology (IACCP) has been associated, we track and document the highlights of its development and lay some groundwork for what the future may hold. Most important in this historical portrait is the extent to which *JCCP* may have influenced psychological research, theory, applications, and psychological education. Previous analyses of more limited periodic scope have appeared in *JCCP* (in chronological order: Lonner, 1980; Öngel & Smith, 1994; Van de Vijver & Lonner, 1995; Smith, Harb, Lonner, & Van de Vijver, 2001; and Brouwers, van Hemert, Breugelmans,

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& Van de Vijver, 2004). This article adds to these publications by providing new quantitative and qualitative data and discussion.

Throughout its first four decades, *JCCP* has published numerous editorial reports tracking its ongoing development. Starting as a relatively small quarterly publication with no connection to any professional association, it took a few years before its trembling legs became stable. Analyses of what we were publishing, where we might be going, and what might be improved were motivated by equal measures of self-consciousness and a deeply felt obligation to try to fulfill our goal of producing a widely respected periodical. In 1972, the IACCP became affiliated with *JCCP*, thereby enjoying a mutually beneficial union. In 1973, the fledgling Sage Publications became its publisher. These activities were enveloped in a period of growing interest in the nature and scope of "culture" in the field of psychology after a long period of relative neglect. The setting for these activities has been chronicled in various places. Those interested in how many of these things came about are referred to Unit 17 of the *Online Readings in Psychology and Culture* (ORPC) titled "Conceptual and Historical Perspectives on the Psychological Study of Culture." A set of articles under the heading "Events Leading to the Development of the International Association for Cross-Cultural Psychology" is relevant here, particularly Lonner's (2009) contribution titled "The Founding of *JCCP* in 1970 and Its Early Development" (The ORPC is available at <http://orpc.iaccp.org/>).

Purpose and Scope of the Present Analysis

As noted above, *JCCP* has published a number of reports that together offer a cumulative chronology of its major activities. The initial report (Lonner, 1982) focused on *JCCP*'s first decade, which comprised 40 issues containing a total of 347 articles. Subsequently, Öngel and Smith (1994) surveyed the 721 articles published between 1980 and mid-1993. Smith et al. (2001) provided the third report, which covered the subsequent 7 years, to 2001. Because *JCCP* increased trim size and moved from quarterly to bi-monthly publication in 1995, the number of articles analyzed per issue was proportionately increased. In the fourth report, Brouwers et al. (2004) included comprehensive and cumulative coverage of the period 1970-2004. The fifth report (Best & Everett, 2010), covering mid-2004 through 2009, is part of this anniversary package. The journal's trim size was increased in 2001, again accommodating more articles per issue. In addition, van de Vijver and Lonner (1995) provided a bibliometric analysis of *JCCP*'s content during nearly all of its first 25 years. This latter report focused on *JCCP*'s impact factor (IF) scores, which are arguably the best index of a journal's influence when compared with similar journals in their domain of coverage.

These analyses identified a series of continuing trends in the content of *JCCP* papers, such as the increasing use of sophisticated statistical procedures, increasing reliance on explicitly cross-cultural theories, increasing emphasis on topics within personality and social psychology, and declining emphasis on topics within the fields of cognition and developmental psychology. A more innovative type of analysis is reported by Cretchley, Rooney, and Gallois (2010) in the present issue. Using a software program called Leximancer, Cretchley et al. (2010) analyzed the abstracts of all 1,416 articles published in the 190 issues of *JCCP* from March 1970 to November 2009. The picture that emerges is important in the context of this anniversary report. Our article partially draws on the findings of that article.

In this report, we address the following question: What effect has *JCCP* had on psychology as a discipline? Answers to this broad question require answers to specific questions in at least three areas, which we address in turn: (1) What evidence is there as to the citation of *JCCP* articles in other types of journals? (2) What trends are evident in *JCCP*'s IF? and (3) What impact have *JCCP* authors realized in introductory psychology textbooks during the past 20 years?

Question 1: Who Is Citing *JCCP*?

This question primarily concerns the diffusion of cross-cultural psychology toward the mainstream—that is, its effect on the field of psychology. More than 20 years ago, Michael Bond convened a meeting of cross-cultural psychologists for the purpose of debating how cross-cultural psychology could achieve greater impact within the mainstream of psychological research. The proceedings were later published as a book (Bond, 1988). We can now seek to determine the extent to which the ambitions expressed within that meeting have been accomplished.

One of the best sources of available evidence is provided by citations. In constructing their publications, authors tend to cite papers that they regard as relevant or significant. Over the past decades, there has been a continuing increase both in the total number of papers published in psychology and in the number of papers cited by authors of papers in psychology journals (Adair & Vohra, 2003).

JCCP has provided the principal focus for researchers in cross-cultural psychology over the last 40 years. A test of diffusion within mainstream research can therefore be provided by surveying its citation rates over time in a broad range of journals. Furthermore, the publications cited by authors whose papers are published in this journal provide an indication of the focus of their particular interest.

Method

Records of citations by authors publishing in this journal during the period 2000-2008 were retrieved from the journal citation reports within the ISI web of knowledge (www.isiknowledge.com). Information summarized in the required detail is not available in this database for earlier time periods. The database was also used to provide data on citations of papers published in this journal by authors publishing papers in other journals.

Results

Table 1 shows details of the 28 journals that were most frequently cited by authors of papers published in *JCCP* during 2000-2008. These were the journals that were cited 50 or more times. To discount fluctuations attributable to journal content in any one year, the data are summarized for each 3-year period. The mean citation rates indicate that the tendency for increased citation in psychology journals over time is also found in *JCCP*. There has been a 62% increase in citations. In this instance, the increase may be partly attributable to increased publication frequency and page allocations. To gain a clear picture of the results, one needs to attend both to the total number of citations and to their percentages. Three trends are apparent. First, citations of the major review journals in relevant fields remain the most frequent. However, relative to the overall citation rate, their frequency has mostly declined. Second, there are marked increases in citation of personality journals. Third, there is a more mixed picture in relation to those other journals that frequently publish cross-cultural papers, with some being more frequently cited and others less. This may well reflect the changing focus of cross-cultural research, with substantially increased citation for instance of the *International Journal of Intercultural Relations* and the *Asian Journal of Social Psychology*, no change for *Cross-Cultural Research*, and a decrease for the *International Journal of Psychology*.

Table 2 lists the 29 journals that have most frequently cited papers published in *JCCP* from 2000 to 2008, again using 3-year average periods. In this case, the absolute numbers of citations are not meaningful, since different journals have widely varying numbers of total citations. The

Table 1. Frequency of Journals Cited in Papers by *Journal of Cross-Cultural Psychology* Authors

Journal	2000/2002		2003/2005		2006/2008	
	N	%	N	%	N	%
<i>Journal of Personality and Social Psychology</i>	333	10.67	412	11.32	496	9.82
<i>Journal of Cross-Cultural Psychology</i>	241	7.72	381	10.47	416	8.24
<i>Psychological Bulletin</i>	99	3.17	147	4.04	140	2.77
<i>Child Development</i>	106	3.40	69	1.90	129	2.55
<i>Personality and Social Psychology Bulletin</i>	62	1.99	108	2.97	109	2.16
<i>Psychological Review</i>	75	2.40	92	2.53	77	1.52
<i>American Psychologist</i>	73	2.34	67	1.84	84	1.67
<i>International Journal of Psychology</i>	70	2.24	43	1.18	57	1.13
<i>International Journal of Intercultural Relations</i>	23	0.74	50	1.37	66	1.31
<i>Developmental Psychology</i>	48	1.54	44	1.21	40	0.79
<i>Journal of Personality</i>	17	0.54	50	1.37	56	1.11
<i>Journal of Applied Psychology</i>	41	1.31	32	0.88	44	0.87
<i>Journal of Social Psychology</i>	31	0.99	36	0.99	36	0.71
<i>Advances in Experimental Social Psychology</i>	29	0.93	37	1.02	35	0.69
<i>Personality and Individual Differences</i>	17	0.54	28	0.77	50	0.99
<i>Journal of Social Issues</i>	24	0.77	34	0.93	29	0.57
<i>Journal of Research in Personality</i>	18	0.58	28	0.77	39	0.77
<i>Applied Psychology: An International Review</i>	16	0.51	20	0.55	45	0.89
<i>Asian Journal of Social Psychology</i>	2	0.06	36	0.99	41	0.81
<i>European Journal of Social Psychology</i>	25	0.80	31	0.85	19	0.38
<i>Annual Review of Psychology</i>	20	0.64	20	0.55	34	0.67
<i>Cross-Cultural Research</i>	14	0.45	33	0.91	22	0.44
<i>International Journal of Behavioral Development</i>	15	0.48	18	0.49	32	0.63
<i>Educational and Psychological Measurement</i>	18	0.58	24	0.66	15	0.30
<i>European Journal of Personality</i>	10	0.32	7	0.19	38	0.75
<i>Journal of Experimental Social Psychology</i>	16	0.51	17	0.47	20	0.40
<i>Journal of Consulting and Clinical Psychology</i>	16	0.51	7	0.19	28	0.55
<i>Psychological Reports</i>	9	0.29	21	0.58	21	0.42
N (journals listed above)	1,468	47.05	1,892	52.0	2,218	43.9
N (all journals)	3,120		3,640		5,050	

journals listed had 60 or more citations to *JCCP*. As might be expected, the frequency of *JCCP* citations in journals without a specifically cross-cultural focus is low. The only journals recording more than 1% of citations to *JCCP* are this journal, *Asian Journal of Social Psychology*, *International Journal of Intercultural Relations*, *International Journal of Psychology*, and *Applied Psychology: An International Review*. Table 2 also indicates that if one discounts the increased number of citations to *JCCP* by *JCCP* authors, there has only been a modest increase over time in *JCCP* citations by authors in other journals. However, this effect conflates together decreasing citations in some journals and increasing citations in others. There are notable indications of consistent and in some cases increasing citation of *JCCP* in the major journals in several research fields. Among APA journals, the citation rate is highest in *Journal of Personality and Social Psychology* and increasing in *Journal of Applied Psychology*. The fluctuations in rates for *Psychological Bulletin* and for *Journal of Personality* are due to the appearance of review papers relevant to culture in one of the years sampled. Citation rates show increases among journals that focus on personality, social psychology, and organizational behavior. Among social psychology journals, there are increasing citation rates from those journals with high IFs (*Personality and*

Table 2. Number of Citations of Papers That Were Published in *Journal of Cross-Cultural Psychology*, by Citing Journal

Journal	2000-2002		2003-2005		2006-2008		Total
	N	%	N	%	N	%	
<i>Journal of Cross-Cultural Psychology</i>	241	7.71	381	10.56	416	8.36	1038
<i>International Journal of Intercultural Relations</i>	86	1.56	85	1.70	141	2.18	412
<i>Journal of Personality and Social Psychology</i>	92	0.33	100	0.35	118	0.38	310
<i>Journal of Personality</i>	127	1.63	10	0.09	52	0.56	189
<i>Asian Journal of Social Psychology</i>	23	—	43	2.00	104	3.19	170
<i>International Journal of Behavioral Development</i>	37	0.40	66	0.77	60	0.60	163
<i>Personality and Individual Differences</i>	41	0.18	54	0.18	66	0.23	161
<i>International Journal of Psychology</i>	65	1.45	41	1.03	43	1.08	149
<i>Journal of Social Psychology</i>	53	0.93	50	0.99	42	0.81	145
<i>Applied Psychology: An International Review</i>	54	1.11	55	1.11	28	0.44	137
<i>Personality and Social Psychology Bulletin</i>	36	0.16	45	0.24	49	0.26	130
<i>Journal of Research in Personality</i>	24	0.52	15	0.31	84	0.68	123
<i>European Journal of Personality</i>	40	0.80	27	0.52	53	0.64	120
<i>Journal of International Business Studies</i>	19	0.29	43	0.55	58	0.50	120
<i>Psychological Reports</i>	38	0.21	26	0.14	41	0.22	105
<i>Psychological Bulletin</i>	74	0.34	15	0.07	16	0.07	105
<i>Annual Review of Psychology</i>	28	0.28	33	0.31	41	0.37	102
<i>Journal of Applied Social Psychology</i>	30	0.19	23	0.13	47	0.24	100
<i>International Journal of Human Resource Management</i>	51	0.17	15	0.24	40	0.19	94
<i>Child Development</i>	26	0.13	33	0.16	33	0.15	92
<i>Cross-Cultural Research</i>	51	2.12	15	0.65	20	0.78	86
<i>Sex Roles</i>	26	0.19	25	0.14	34	0.14	85
<i>Personality and Social Psychology Review</i>	12	-	19	0.29	50	0.62	81
<i>Journal of Organizational Behavior</i>	7	0.08	29	0.30	41	0.35	77
<i>International Marketing Review</i>	36	0.77	12	0.21	26	0.32	74
<i>Journal of Business Ethics</i>	19	0.09	15	0.06	34	0.09	68
<i>Journal of Applied Psychology</i>	9	0.06	16	0.09	40	0.16	65
<i>European Journal of Social Psychology</i>	27	0.37	10	0.16	24	0.24	61
<i>Social Behavior and Personality</i>	29	0.53	7	0.18	24	0.24	60
Total for included journals	1,401		1,308		1,768		

Social Psychology Bulletin, *Personality and Social Psychology Review*) and decreasing rates among those with low IFs (*Journal of Social Psychology*, and *Social Behavior and Personality*). Similarly, among personality journals, there are increases from high-impact journals (*European Journal of Personality*, *Journal of Research in Personality*, *Personality*, and *Individual Differences*) and decreases from low-impact journals (*Educational and Psychological Measurement*). Journals in the field of organizational behavior mostly show a rising trend. In contrast, few journals in developmental psychology appear in the list, and only the *International Journal of Behavioral Development* shows any increase.

Discussion

The title of Bond's (1988) book was *The Cross-Cultural Challenge to Social Psychology*, and it does appear that it is within social psychology that cultural issues are currently sharing most attention with studies of personality and its structure across cultures. The fact that social

psychology's premier journal, *Journal of Personality and Social Psychology (JPSP)*, was cited most frequently of all by *JCCP* authors and that *JPSP* authors were among the most numerous citers of *JCCP* provides evidence of substantial interpenetration of these fields. The presence of nine social psychology journals in Table 2 confirms this trend. The link between cross-cultural psychology and social psychology is currently being enhanced through the use of experimental methods such as priming (Oyserman & Lee, 2008).

The most notable change over the past decade is the strength of increasing interest in cultural issues among personality researchers. This may well be attributable to the proven cross-cultural replicability of the Big Five model of personality (McCrae, Costa, Pinar, Rolland, & Parker, 1998). The results for the fields of developmental psychology and organizational behavior show a curious asymmetry. Developmental journals, particularly *Child Development* and *Developmental Psychology*, are frequently cited by *JCCP* authors. However, *JCCP* is rarely cited in developmental journals. In contrast, organizational journals are rarely cited by *JCCP* authors, but in organizational journals, there is increasingly frequent citation of *JCCP*. This contrast may reflect the research methods favored in these two areas of investigation. Organizational researchers rather frequently conduct surveys across numerous nations and interpret their findings in terms of the dimensions identified by Hofstede (1980) or the subsequent development by House et al. (2004) of allied dimensional concepts. In contrast, developmental researchers have tended to focus on detailed behavioral observations at a lesser number of locations and to refer more to single nation studies that have used similar bases of comparison such as age and gender. The recent growth in cross-national surveys of parenting methods may in the future facilitate one type of more direct link between the concerns of developmental researchers and explicitly cross-cultural theoretical frameworks.

In contrast to other perspectives in this article, as well as the conjoining article by Cretchley et al. (2010), the type of data analyzed here are available only for the past decade. However, this analysis indicates that even during this short period there have been some substantial increases in the visibility within the broader field of psychology of the cross-cultural issues explored within *JCCP*. The prospects for the further enhancement of such linkages will likely depend on the success or failure of attempts to blend the methodological sophistication of mainstream psychology and the awareness of contextual variability that continues to underpin cross-cultural psychology.

Question 2: What Do the Current IF Data Tell Us About *JCCP*'s Influence?

Several journals focus on the mixture of psychology and culture. Each of them tends to appeal to slightly different audiences and is associated with different professional groups or associations. Yet they clearly form a small cluster of like-minded journals. IF data are available for most of them, and in this section we present an historical analysis of these data.

A journal's IF is still the most widely used indicator of the journal's quality. The IF is defined as the average number of citations to papers in a journal published in the last 2 years. So the IF of *JCCP* for 2005 is defined as the number of times articles published in *JCCP* in 2003 or 2004 were quoted in 2005 in a large set of indexed journals, divided by the number of articles that were published in *JCCP* in 2003 and 2004. The use of IF is not without critique, notably in the medical sciences (e.g., Boor, 1982; Hansson, 1995; Hernán, 2008; Seglen, 1997); not surprisingly, alternatives have been proposed such as PageRank and eigenfactor scores, which measure the number of hyperlinks to the published source or journal on the net (Bollen, Rodriguez, & Van de Sompel, 2006). Our analysis was necessarily restricted to the IF, as the alternative measures are not available for the entire 40-year review period.

Table 3. Overview of Impact Factors in the Period 1977-2008

Journal	Period			
	1977-1979	1980-1989	1990-1999	2000-2008
<i>American Behavioral Scientist</i>	0.48	0.37	0.47	0.62
<i>Asian Journal of Social Psychology</i>				0.77
<i>Cross-Cultural Research</i>				0.67
<i>Culture and Psychology</i>			0.68	0.66
<i>Ethos</i>	0.14	0.39	0.47	0.41
<i>Hispanic Journal of Behavioral Sciences</i>		0.34	0.50	0.55
<i>International Journal of Intercultural Relations</i>				0.96
<i>International Journal of Psychology</i>	0.45	0.43	0.42	0.56
<i>Journal of Cross-Cultural Psychology</i>	0.61	0.58	0.63	1.33
Global average	0.42	0.42	0.53	0.72

Note. The number in each cell represents the average impact factor for that period. Empty cells refer to periods in which journals did not yet exist or did not have an impact factor.

In an analysis of the IFs for *JCCP* that covered the period 1977-1993, Van de Vijver and Lonner (1995) found that the impact was relatively high among the journals that focus on cross-cultural studies and that these journals showed relatively stable IFs across the period. We replicated this study, with some small differences. The first difference involves the time period covered. The current analysis covers the period since 1997 and adds 15 years to the previous analysis. In addition, new journals were added to the analysis; two journals (with an IF) were launched in this period, namely the *Asian Journal of Social Psychology* and *Culture & Psychology*. Furthermore, two journals (*Ethos* and *International Journal of Intercultural Relations*) received an IF for the first time during this period. The other journals covered were already present in the previous study (*American Behavioral Scientist*, *Cross-Cultural Research*, *Hispanic Journal of Behavioral Sciences*, and *International Journal of Psychology*). Additional considerations led our journal choice. There are various journals with IFs that are often high that publish cross-cultural studies and that are not listed here. Examples are many of the social and developmental psychology journals cited in the preceding section; the reason for their exclusion is the broad coverage of these journals, which makes it impossible to evaluate trends in their IFs as a function of their publication of cross-cultural studies. There are also journals that publish cross-cultural studies that we could not use because they do not have an IF. Good examples of this are *Cultural Diversity and Ethnic Minority Psychology*, and the *International Journal of Cross Cultural Management*.

The results of the analysis are presented in Table 3. For clarity of presentation, the period of study was split into four intervals (1977-1979, 1980-1989, 1990-1999, and 2000-2008). Additional analyses showed that variation of IF within a period is limited (with almost all *SDs* smaller than .20). The first conclusion from Table 3 is that there has been an overall increase in IF in the last decade (bottom row of the table) and an increase in the number of journals with an IF. Both observations are presumably linked to a global trend in psychology over the last decades in which the number of published cross-cultural studies has steadily increased (Van de Vijver, 2006). There have been many more studies conducted and published in the last decade than in previous decades. Not surprisingly, the impact of the whole field of studies has increased. Table 3 conjures up an image of cross-cultural psychology as an expanding field. The second conclusion focuses on *JCCP*. Its IF has been relatively stable and high compared to the other cross-cultural journals. This observation confirmed our analysis for the period 1977-1993.

In addition, it appears that *JCCP* has profited considerably from the increased interest in cross-cultural studies by showing a substantial jump in average IF in the last decade. It is not a paradox that *JCCP* is doing well in a period when its competitors are also doing well. The market for cross-cultural manuscripts has apparently now become so large that all these journals can co-exist and prosper. It is impossible to extrapolate these figures; however, it is probably fair to say that *JCCP* is in a good position to solidify or even further improve its position as long as the number of cross-cultural studies that are conducted continues to grow.

Question 3: What Effect Have *JCCP* Articles Had on Introductory Psychology Texts?

A third way to assess *JCCP*'s influence is to examine the extent to which students in introductory psychology courses are being introduced to the "cultural" element in the discipline, using articles that were published in *JCCP*. Each year, roughly two million U.S. college students and hundreds of thousands of students in other countries take the basic psychology course that introduces students to the field. Virtually all of them are required to study lengthy and colorful texts, attractively written by psychologists who sift through the vast literature in psychology in an effort to be comprehensive and to hold the interest of busy students. A typical broad-spectrum introductory text contains about 3,000 references spread across some 18 to 22 chapters. Sometimes these entry-level texts are translated for use elsewhere, but usually they remain in English. For most students, the basic course in psychology will be their only serious brush with academic psychology. *How* psychology is presented—ranging from culturally myopic to culturally intensive—is critically important. If a student is exposed to an up-to-date and comprehensive primer of the field and/or an instructor who has sufficient interest in discussing culture seriously, he or she may be motivated to take more advanced courses that focus exclusively on culture. Such courses, which have increased over the years, can choose from a variety of omnibus texts (e.g., Matsumoto & Juang, 2008) and many "specific-domain" texts (e.g., Smith, Bond, & Kagitcibasi, 2006). Texts in the latter category most often focus on the areas of developmental and social psychology, but an increasing range of topics is now covered in a wide variety of books.

An Interlude

In the late 1980s, Elke Murdock (née Rumpel) completed her master's thesis, "A Systematic Analysis of the Cultural Content of Introductory Psychology Textbooks" (Rumpel, 1988). Introductory texts were chosen because they are the only texts in the discipline specifically designed to cover the entire scope of psychology; as such, they may well be regarded as the bellwether of the field. Selecting 35 of the most widely used texts—all of which were written by U.S. psychologists and published in the United States—she carefully documented their cultural content. Lonner (1989) summarized the main results of her unpublished study. Murdock found that, almost without exception, the most frequently referenced topics were the Darwinian-based research by Paul Ekman on the universality of facial expressions of emotions, the writings of Benjamin Lee Whorf and others on the notion of linguistic determinism and relativity, and references to the cultural bias of IQ tests. Social psychological perspectives on stereotypes and prejudice were also mentioned by a majority of texts. The cultural material was classified into 22 topical categories. Seventy-seven percent of the texts included cultural material on half or fewer of these potential topical areas. This coverage suggested an unfortunate narrowness. Additionally, the mention of these topics was almost always perfunctory, somewhat stereotypic and redundant, and lacking in depth. There were only two *JCCP* citations and no mentions of the *IACCP*. At that time, therefore, students were introduced to some basic culture-related topics,

some possibly chosen because of their inherent attention-grabbing characteristics. Only 7 of the 35 texts included any meaningful section on cultural influences or references and just 3 mentioned cross-cultural psychology.

At the time of Murdock's thesis, the "modern" cross-cultural psychology movement was roughly 20 years old, and *JCCP* was completing its second decade. The diffusion of knowledge is such that a latency of getting cited in the literature is inevitable. Perhaps *JCCP* was not yet a journal that attracted the attention of textbook authors. The authors of introductory texts have a natural affinity for major "mainstream" journals that are readily available to them and to their students. However, with the passing of time and the growth of cross-cultural psychology, one might expect to see cross-cultural psychology much more frequently cited in the basic beginning literature. Such thinking was the main impetus behind an analysis of introductory psychology texts that were published in the mid- to late 2000s, when both *JCCP* and the cross-cultural movement were roughly four decades old. Is this enough time for knowledge to be diffused and to trickle down to beginning students in higher education? Have 40 years of dedication in the area caught the attention of those who write introductory texts?

The Quasi-Replication Study

The Introductory Psychology Text Project (IPTP) was conducted during 2006-2009. Forty texts, including many of the most popular adoptions, were chosen for analysis. As in the original study, all texts were written by U.S. psychologists and published by U.S. publishers, most of which have branch offices in several countries. Thanks to the generosity of numerous publishers, both Murdock and Lonner had copies of all 40 texts.¹ A more detailed and sophisticated way to analyze the texts than was used in the initial study was devised, but the main purpose remained the same: to assess and analyze the cultural content of texts in current use. Obviously, the main purpose includes a contrast between the 35 texts published in 1986-1988 and the 40 texts published in 2006-2009. In the present report, we primarily focus on our main question: To what extent has *JCCP* influenced the content of introductory psychology texts?

An Overview of Main Findings

The first and most impressive result is that, compared with the 1988 study, the replication data clearly show that most authors of introductory texts are paying much more attention to culture. There are striking increases in the inclusion of the terms *culture* or *cross-cultural* in subject indexes and in the texts that included glossaries of key psychological terms. While the 1988 study found only two references to *JCCP* articles, the replication identified 180 such citations (116 if the 64 duplications are subtracted). One text even made the flattering (and of course false) assertion that the psychological study of culture started in 1970, when *JCCP* was inaugurated!

There are extremely wide variations in cultural coverage. But generally a respectable job is done, and in some cases quite admirably so, giving both numerous citations and relatively sophisticated discussions across a greater breadth and depth of topical coverage. Most of the texts even include the "sociocultural" paradigm or perspective as one that is accorded the same stature as behaviorism, experimental psychology, biological bases of behavior, and humanism (among a few others).

Two observations are central to the findings that are reported below: First, the inclusion of culture and its interaction with human behavior has expanded rapidly during the period of this inquiry. An increasingly broad range of journals have been publishing cross-cultural articles. While citations of *JCCP* articles have been notable, we were impressed by how many other citations and entries in the reference lists dealt in some way with cultural issues. Dozens of journals

and associations in specialized areas such as public administration, public health, management, gerontology, various other branches of medicine, speech and hearing disorders, law, international relations, and other professional domains have “found” culture.

A second important factor when considering *JCCP*'s influence is that references to *JCCP* articles are often oblique. For instance, authors of introductory texts frequently note that the study of child development, personality, social psychological variables, counseling, and other popular subfields of the discipline do take culture into account, often giving one or two examples. But primarily they serve conveniently as “gateways” to the many extant “specific-domain” texts, handbooks, and review articles with distinct and profound cultural foci. Across all 40 texts in the study, it was common to see references to resources such as Berry, Poortinga, Segall, and Dasen (1992/2002),² Berry, Poortinga, and Pandey (1997), Gardiner and Kozmitzki (2005/2008), chapters in Lonner and Malpass (1994), Matsumoto (1994, 2001), Segall, Lonner, and Berry (1998), Smith et al. (2006), and Triandis et al. (1980), to name just a few of the many publications featuring topics that were available when the texts were being written or revised. These more specialist texts are thoroughly saturated with references to *JCCP* articles. In them, *JCCP* is clearly the “star” in terms of citations. The burgeoning appearance of more recent texts with specific foci, including revisions of the above, will certainly attract the attention of the authors of new and revised introductory texts.

Specific Citations of *JCCP* Articles

We return to the main question guiding this section: To what extent are authors of the *current* generation of introductory psychology texts paying attention to articles published in *JCCP* since its inauguration? Murdock and Lonner identified every *JCCP* citation in all 40 texts sampled. Since its inception, *JCCP* has published 1,416 articles. The lengthy reference list in each text was scanned carefully to document which of the articles were cited. Because of publication lags and the modal publication date of 2006 for the texts, the base reference list for their purposes was closer to 1,200.

As already noted, a total of 180 citations of *JCCP* articles were identified. However, because 64 of these citations appeared in two or more texts, there were 116 separate citations. Of these, 81 (70%) were mentioned only once, while the remaining 35 were mentioned twice or more. Using 1,200 articles spread across Volumes 1-36, slightly less than 10% of the viable candidates for inclusion were found in at least one of the texts.

Synopsis of the Main Findings

Range of citations. Thirty-three (82.5 %) of the 40 texts cited at least one *JCCP* article. Seven texts had no *JCCP* citations, and two almost totally avoided culture. The range of citations in the 33 texts was 1 to 23, with a mode of 4.5. Higher numbers of citations, however, do not necessarily mean greater sophistication of cultural coverage in general. Some texts with an average number of *JCCP* citations had relatively impressive coverage of culture.

Most-cited articles. Table 4 lists the 12 *JCCP* articles that were cited in three or more of the texts. The most frequently cited article, in 10 of the texts, was by Buss et al. (1990), which presented data on mate selection preferences cross-nationally. Published roughly 15 years before these texts were being written or revised, that article had the advantage of “carry-over” from one edition to the other. Papers with similar themes in other journals by Buss et al. are also frequently cited. Tied for second with six citations were articles by Levine et al. (1995), “Love and Marriage in Eleven Cultures,” and by McCrae et al. (1998), “Cross-Cultural Assessment of the Five-Factor Model.” Papers in other journals by McCrae and others on the five-factor model and other modes of

Table 4. *Journal of Cross-Cultural Psychology* Articles With Three or More Citations in Textbooks

Number of Citations	<i>Journal of Cross-Cultural Psychology</i> Article
10	Buss, D. M., Abott, M., & Angleitner, A. (1990). International preferences in selecting mates: A study of 37 cultures. <i>21</i> , 5-47.
6	Levine, R., Sata, S., Hashimoto, T., & Verma, J. (1995). Love and marriage in eleven cultures. <i>26</i> , 544-571.
6	McCrae, R. R., Costa, P. T., Jr., Del Pilar, G. H., Rolland, J.- P., & Parker, W. D. (1998). Cross-cultural assessment of the five-factor model: The Revised NEO Personality Inventory. <i>29</i> , 171-188.
5	Levine, R., & Norenzayan, A. (1999). The pace of life in 31 countries. <i>26</i> , 544-571.
4	Allik, J., & McCrae, R. R. (2004). Towards a geography of personality traits: Patterns of profiles across 36 cultures. <i>35</i> , 13-28.
4	Markus, H. R., & Kitayama, S. (1998). The cultural psychology of personality. <i>29</i> , 63-87.
4	Ward, C., & Rana-Deuba, A. (1999). Acculturation and adaptation revisited. <i>30</i> , 422-442.
3	Gabrenya, W. K., Jr., Wang, Y.- E., & Latané, B. (1985). Social loafing on optimizing task: Cross-cultural differences among Chinese and Americans. <i>16</i> , 223-242.
3	Niles, S. (1998). Achievement goals and means: A cultural comparison. <i>29</i> , 656-667.
3	Paunonen, S. V., & Ashton, M. C. (1998). The structured assessment of personality across cultures. <i>29</i> , 150-170.
3	Paunonen, S. V., Zeidner, M., Engvik, H. A., Oosterveld, P., & Maliphant, R. (2000). The nonverbal assessment of personality in five cultures. <i>31</i> , 220-239.
3	Punamaeki, R. L., & Joustie, M. (1998). The role of culture, violence, and personal factors affecting dream content. <i>29</i> , 320-342.

personality assessment were cited dozens of times, making it a leader in culture-oriented references across all texts. Third place, with five citations, was Levine and Norenzayan (1999), "The Pace of Life in 31 Countries." Tied for fourth place were articles by Allik and McCrae (2004) concerning a proposed geography of personality traits, Markus and Kitayama (1998) discussing the cultural psychology of personality, and Ward and Rana-Deuba (1999), who wrote about the popular dual topics of acculturation and adaptation.

Clearly, authors of current introductory psychology texts, in their quest to engage beginning students, look for topics that have a good chance of holding the students' attention with relatively easy-to-understand everyday ideas with which they can easily relate. The multicultural/multinational researchers whose work has been most frequently cited in these areas have primarily been those who have presented relatively simple questionnaires to large convenience samples.

Depth and quality of coverage. The quality and general depth of cultural coverage across all the texts is substantial, even without considering the seven texts that had scarce cultural coverage. Some of the texts are exemplary in their attempts to stress, in necessarily limited space, the scope and importance of the cultural variable in psychology. As already noted, few texts mention *JCCP* directly, and fewer still mention the IACCP. But to be fair, many dozens of other specialized journals and associations do not receive much attention either.

Major changes in topical coverage over the past 20 years. Coverage relating to the topics of intelligence, emotion, and child development continues to be frequent. The most marked changes concern research in the area of culture and personality, which has catapulted into prominence over the years. In 1988, only 20% of the texts mentioned cultural topics featuring personality, including some seminal anthropological references such as Malinowski's rejection of the Oedipus Complex, a keystone of Freud's theory, based on his classic research on the Trobriand

Islanders many decades ago. Currently, the Five Factor Model, various attempts to construct indigenous personality scales, self-construals, and other endeavors are found in the vast majority of texts. Discussions of Individualism-Collectivism, attempting to explain geographical patterns of thought and action, and occasionally the measurement of values are also found with increasing frequency. These changes concur with our earlier analysis of changes in the types of journal citing *JCCP* papers.

The ongoing IPTP project is designed as a replication study. Therefore, the method of content analysis is the same as in the original. For the purpose of obtaining an alternative perspective, we employed a second way of assessing *JCCP*'s influence on introductory psychology texts by using a computerized content analysis of the *JCCP* articles referenced in the textbooks. The computer program called Leximancer (<https://www.leximancer.com/>) analyzes the abstracts of each cited article as input and identifies clusters of co-occurring words; co-occurrence is operationalized as proximity of words in the text (the more often particular words appear closer to each other in a summary, the more likely they are to appear as a cluster). The Leximancer analysis supplements our content analysis, as the analysis is "blind" to the insights and potential biases of experts by employing a purely statistical definition of clustering. The following article by Cretchley et al. (2010) explains Leximancer procedures. We thank them for their efforts in this aspect of the study.

The Leximancer Content Analysis: An Overview of Main Findings

The 115 articles comprised 59 from the 1990s, 33 from the 2000s, 15 from the 1980s, and 8 from the 1970s. The range in publication was 1971 to 2006 (the latter with just two articles). The abstracts of these articles were subjected to the Leximancer content analysis program.³ The concept map (Figure 1) shows that the ideas and key elements among the 115 abstracts are fairly typical of the general content of *JCCP*, especially over the past two decades, when 92 of the 115 articles were published. The dominant theme of culture emerged, of course, but because of the relative recency of these articles, the next highest theme of "groups" (largely concerning sample characteristics) and "personality" (mainly involving cross-cultural tests of trait models) are noteworthy. The clustering of themes mesh quite well with the contents of Table 4, which lists the titles of the 12 most frequently-cited *JCCP* articles. Culture-oriented research on country-level comparisons of personality, notably involving Chinese, Japanese, and American contrasts, is another strong cluster in the Leximancer analysis. Figure 1 shows that the articles gave much more attention to sample descriptors than to other methodological aspects, as the latter do not emerge as a separate cluster. The authors of introductory texts tend to give brief summaries of the *results* of research and not the details involved in research design and data collection. Not having enough space in broad-survey texts to give students a tour of the busy kitchen, they tend to give them a taste of what's presented on the plate.

This contrasts with the results of Cretchley et al. (2010), who found more attention to methodology within the entire corpus of the 1,416 *JCCP* articles. The Leximancer analysis suggests that textbook authors are particularly interested in large-scale empirical studies that comprise various countries or ethnic groups (notably comparing East Asian countries and the United States) and especially those that examine the familiar concept of personality.

Combining the Expert and Leximancer Content Analyses

The IPTP expert content analysis involved evaluating and scaling the quality of each in-text discussion of the culture-related topics cited by the text authors, whereas Leximancer did not start from any conceptual framework. Despite the important procedural differences—content analysis

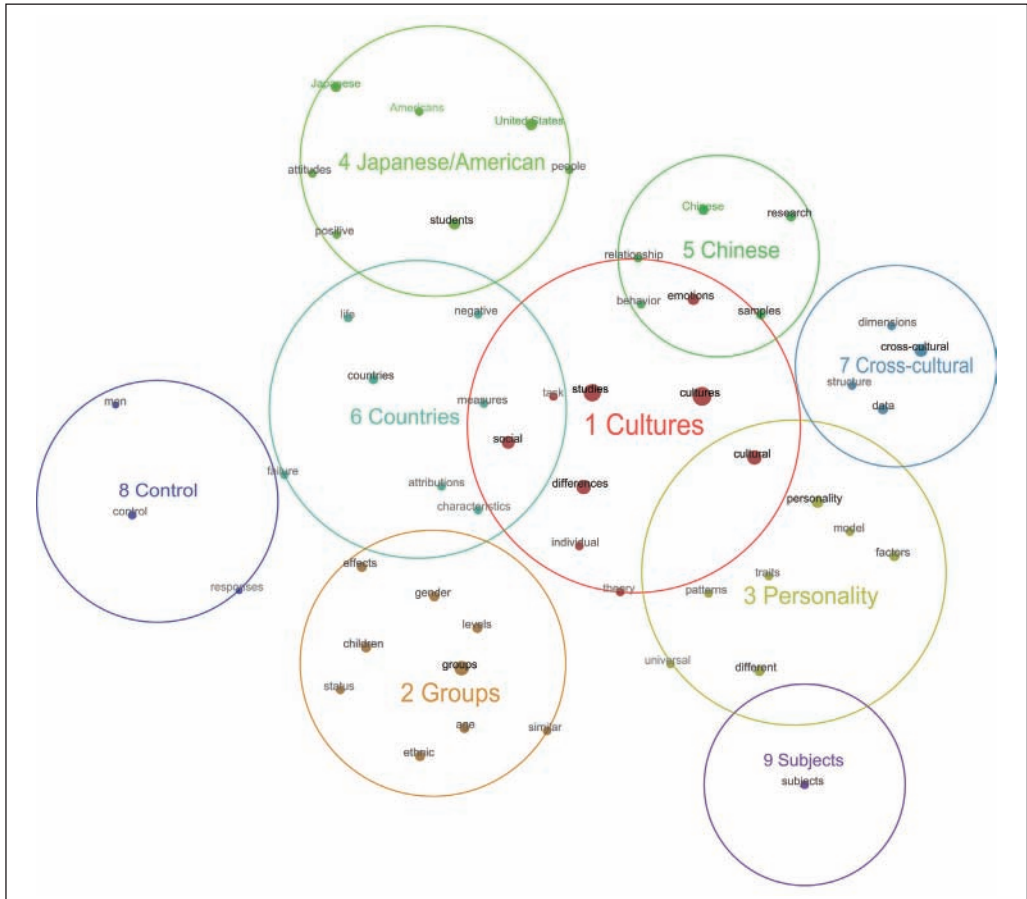


Figure 1. Leximancer map showing the key ideas and elements among the 115 abstracts citing the *JCCP* in introductory psychology texts.

and grading the quality of in-text citation versus analyzing the co-occurrence of words in the abstracts—we believe that they complement each other.

Both analyses indicate that textbook authors are particularly interested in empirical studies that include large samples of individuals from several countries. It is probably not surprising that the most frequently cited studies deal with relationships and love, given that the target audience primarily consists of young adults. *JCCP* is traditionally an outlet for such large-scale studies. It is quite interesting that intelligence (and test bias) appears as a topic in the content analysis but not in the Leximancer analysis. The latter absence may be explained by the fact that there is no small set of studies, published in *JCCP*, that have become standard references to present issues of cross-cultural differences and similarities in intelligence. This is probably also why social psychology, the domain of cross-cultural psychology with the most publications, does not emerge as a separate cluster in the Leximancer analysis. Both analyses suggest that textbook authors are interested both in universals and in patterned cross-cultural differences. Some of the most frequently cited studies, notably from the social psychological domain, document (and to some extent explain) cross-cultural variation in psychological functioning. The theme of personality is more associated with universalism. Finally, both analyses suggest that many themes that are considered important among cross-cultural psychologists do not seem to be broadly covered in

textbooks; this holds in particular for the conceptual and methodological issues of the field, such as the indigenization movement, acculturation and multiculturalism, and replacing the view that emic and etic approaches are incompatible by more emphasis on their complementarity.

We primarily wish to point out that a number of topical areas, often extended to other cultures, are receiving increased attention. Major topics included in the texts were mentioned above, but eating habits and disorders, drug use and abuse, the nature of healthy life styles, and the measurement of happiness also get their share of attention. Psychology is in large measure a “now” and increasingly global discipline. In 1986-1988, the Internet, search engines, books on globalization, climate change, fear of terrorism, various complexities of international relations (including numerous controversial wars, ethnocide, genocide, and nation-building), and other important features of modern life were not as common then as they are now. In the present “wired” world of instantaneous communication about issues and problems that plague us all, we are all much more “connected.” Acculturation and immigration weigh heavily in almost every corner of the world. Psychological reactions to natural and man-made disasters are inherently and oppressively interesting, and all of these factors have their cultural component. Today’s students are keen to read about things to which they can relate. Authors capitalize on this dynamic power of “newness,” and it is to their credit that they do.

Concluding Comments and Prospects

For four decades, *JCCP* has been the flagship publication in what many call the “modern movement” in the psychological study of culture. The journal and the association with which it is connected, IACCP, have achieved their basic goals of contributing to a more inclusive, global psychology through the use of increasingly sophisticated and informed methodology in all topical areas of the discipline and through reporting the results of research in a timely and professional manner.

This article, like the other reports that have preceded it, has focused on the content of *JCCP* and its influence on the psychological study of culture. It started as a broad-based quarterly, with intentions to study “all that is human” (an early motto), and doing so in both an international and interdisciplinary fashion. However, consistent with its primary intent, for nearly all of its history, it has been heavily identified with cross-cultural psychology and especially the kinds of research, theory, and various other scholarly applications that are endorsed and promoted by IACCP. Many dedicated people have played significant roles in its growth and development.

The changes identified by Cretchley et al. (2010) and within the present article show considerable convergence. The content of *JCCP*, the journals that cite *JCCP*, and the textbooks that include detail of cross-cultural studies all show increased attention to culture. They also all show an ever-increasing focus on personality and social psychology and a decreasing focus on cognition and developmental studies. These changes partly reflect increasing societal awareness of the impact of cultural differences and partially reflect particular growth points within psychology.

It can be expected that future developments relating to the study of culture will be driven by two continuing priorities. First, there will be opportunities for the incorporation of culture-relevant information into basic psychological science. For instance, we find the first publication that has incorporated cultural issues into a neuroscientific study (Sui, Liu, & Han, 2009). Second, continuing rapid social change enhances the need for studies that not only describe cultural differences but also contribute to amelioration of the practical difficulties that may arise through migration and other forms of cultural mobility. The Cretchley et al. (2010) analysis based on comparison by decade did not detect any recent increase in studies focused on processes of

acculturation. However, within the present decade, an increasing number of articles featuring studies in this area have appeared in *JCCP*. Currently, relatively neglected developmental perspectives may also have the potential to enhance our understanding of processes of cultural transmission (Schoenpflug, 2009).

We believe that this article, aided by previous analyses and the two articles to follow, constitute the most detailed analysis of its type in the nearly 50 years of the modern movement involving the psychological study of culture. As *JCCP* enters the fifth decade, it would be deliciously incautious to attempt any more specific predictions regarding which changes in the psychological study of culture will occur. The material and commentary included in this article will be useful in speculating on the future, of course, because threads of continuity are evident. We can be certain that *JCCP* will continue to play a leading role in this important and unfolding aspect of the discipline of psychology.

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Notes

1. The list of all 40 texts is given in the ORPC (<http://orpc.iaccp.org>).
2. The third edition, in press, is by J. Berry, Y. Poortinga, S. Breugelmans, A. Chastosis & D. Sam.
3. One article concerned a book review and had to be excluded from the Leximancer program.

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Bios

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