

**Understanding Social Psychology across Cultures:  
Living and Working with Others in a Changing World (Sage Publishers)**

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**SECTION 1: ESTABLISHING THE FRAMEWORK**

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### Chapter 13: The Unfinished Agenda

#### TOPICS FOR DEBATE

*Now that we have valid individual-level measures of beliefs and values, there is no usefulness for culture-level measures*

*A person can be both individualist and collectivist*

*Researchers have focused too narrowly on individualism-collectivism*

*Cross-cultural psychologists have not paid enough attention to indigenous, emic approaches*

*Cross-cultural psychologists should do more to demonstrate the practical applications of their findings*

*Providing information that enhances understanding of the nature of cultural differences and*

*their importance*  
*Training persons in the skills of cross-cultural interaction*  
*Working multiculturally*  
*Advising key negotiators and decision makers*  
***Cultural differences are disappearing: our field has no future***

## **Glossary**

## **References**