

Cross-Cultural Comparative Analysis of National Cultural Psychology and Food Custom

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Abstract: Due to the influence of regional characteristics, climate environment, customs and other factors, different countries and nationalities have different food cultures. As a complex cultural phenomenon, human dietary life has a very rich cultural connotation. Food culture is an important part of national culture. In the long history of development, due to many differences in living environment, mode of production, social customs, religious beliefs and economic development level, different regions and different nationalities have their own characteristics in terms of diet structure, diet habits and diet nutrition concepts, thus forming a unique diet culture. At the same time, the catering culture with its own characteristics can also reflect the personalities and ways of thinking of different nationalities. Therefore, the purpose of this article is to explore the comparative situation in different cultural environments on the theoretical basis of national cultural psychology and dietary customs, and to analyze the interaction between cultural psychology and dietary culture on the cultural level. This article will use the research method of specific analysis of specific problems to make data comparison and draw a conclusion. The results of the study show that the interviewees believe that a nation's diet customs can represent 76% of the nation's culture. Therefore, from the perspective of the nation's cultural psychology, this paper analyzes the concrete manifestations of the differences between Chinese and western diet cultures, and deeply analyzes the deep philosophical root of the differences, and explores the changes and differences of the nation's cultural psychology behind the cultural differences.

1. Introduction

People's diet is closely related to human health. Diet is an important symbol to measure the civilization degree of an era and the first factor on which human beings depend for survival. Chinese diet culture is of vital importance to the reproduction and survival of the Chinese nation. In the history of the development of Chinese civilization, diet civilization is one of its important components. The history of ancient Chinese food culture is an important part of the history of ancient society. The history of food has the characteristics of stages and is the result of the comprehensive development of politics, economy and culture in the historical period.

National culture breeds the spiritual pursuit of each nation from generation to generation, is the

psychological home of each nation, and is also the endless power of each nation. Diet habit is a conventional habit formed by modeling and programming in all aspects of diet culture, which is the core part of diet culture [1-2]. With the passage of time, the festival diet is gradually independent from people's worship and sacrifice concept, enriching the diet content, and constantly infiltrating cultural etiquette in the diet activities, becoming the main content of many festival activities [3-4]. Diet custom culture is a unique form of traditional culture, which contains the most simple pursuit of the people and shows the internal psychology of national culture. Diet custom is also an important medium to spread the traditional culture of all ethnic groups, which is conducive to enhancing the cultural soft power of all ethnic groups and expanding their influence. Once these diet recipes and habits become popular, different regions and nationalities have formed their own unique diet custom culture [5-6]. Cultural communication is an indispensable condition for social civilization and development, and diet custom is an indispensable part of national culture. The traditional culture of the Chinese nation is inseparable from the eating custom. Confucius said, "eating color, sex also" [7]. As the basis of the survival and development of human society, diet is the most important material condition for human survival and reproduction. The Chinese nation has integrated food and culture for a long time. The Chinese nation has a long history, and the multi-ethnic customs and customs have given birth to their own unique food culture. As a national culture, food custom is a national card, which is conducive to building community and national image, increasing collective cohesion, regional and even national impression [8-9]. China's rich and diverse festival culture, many of which are closely connected with diet, naturally affect everyone's inner cultural influence, showing the psychological performance different from other nationalities. With the increasingly extensive exchanges between the country and the nation, the ethnic and national exchanges, the cultural aspects of the little bit by bit inadvertently carried out mutual exchanges and collisions, the most representative of national characteristics is the culture Psychological activities. In the diet custom, the problem of eating is no longer simply chewing food into the stomach, but also involves people's belief and life, the etiquette at the banquet, the exchange of food gifts, and the ceremony of ancestor worship to offer food [10]. All of which show everyone's mind. As a pioneer mission of cross-cultural communication, it expresses national feelings and embodies national cohesion.

The study of diet custom and national cultural psychology is essentially an analysis of the spread of diet custom, which combines the spread and inheritance of culture and enriches the content of cultural exchange. As one of the birthplaces of food culture, China has a wide range of research on food culture. The scope of research is not only to make comparative analysis on the connotation, characteristics, development history, status, comparison between China and foreign countries, and influence of food culture, but also to conduct more in-depth exploration and thinking in combination with multi disciplines and multi specialties [11-12]. As an important aspect of diet culture, diet custom also involves festival custom, cultural tradition and many other aspects. However, at present, there are not many researches on this aspect, many of which are only focused on diet culture, and the psychological content of national culture needs to be enriched. Generally speaking, the research on the relationship between food customs and cultural psychology is quite different at home and abroad. Western food customs in developed countries such as Europe and the United States are more the means of communication, while the research in Asia, especially in China, is very rich and diverse, which is inseparable from the influence of ethnic culture [13-14]. At present, the research on food custom in China is mainly from the perspectives of folklore, ethnology, cultural sociology, history and aesthetics. At the same time, combined with the content of food materials, different folk customs in different places, and adapted to local conditions, each has its own advantages [15-16]. However, there are few researches on specific cross-cultural dietary customs. Among them, the relationship between diet custom and sociology is the most close.

Socioculturology mainly focuses on the comprehensive analysis and overview of ethnic diet custom, and pays more attention to its own cultural connotation and significance. In terms of the theoretical research of folklore and ethnology, it also analyzes different characteristics of customs and cultures from different ethnic characteristics of food customs, forming a comprehensive and systematic perspective. In terms of research on food culture, there are many experts and scholars who follow the development of customs from a historical perspective. They explore and analyze the vertical aspects of food customs of different dynasties in the historical river and investigate and think about the horizontal aspects of food customs of different nationalities and regions in the geographical region [17]. In recent years, it is a relatively new direction to analyze diet custom from the perspective of national culture and psychology, which not only lies in the wide perspective, but also in the diversification of research level and content. As for the research on the process and folk customs in the aspects of the selection of conventional diet, cooking and cuisine flavor, the psychological changes can be analyzed from the micro level [18]. Other more research perspectives include the habitual diet system, the design of custom utensils and tableware, the aesthetic research of table utensils, and even the research of celebrity's diet habits and their ideological connections, as well as the investigation of diet customs in literary works, etc.

In order to probe into the cross-cultural analysis of food customs from simple to deep, this paper first introduces the meaning and characteristics of food customs, and then makes a cross-cultural comparative analysis of the relationship between national cultural psychology and food customs, so as to further elaborate the characteristics of cross-cultural and national cultural psychology as well as the supply in the actual communication process, mainly analyzing the modern communication of food culture. The problems encountered in the development of streaming communication and the methods to solve the problems, find out the rational use method and the balance basis point in line with the characteristics of psychological change, and organically combine the two [19-20]. On the basis of combing the relevant theories of different eating customs and national culture in China and the west, this paper will discuss the possible difficulties in cross-cultural communication, and provide a reference application model for the future evolution of national cultural mental health [21]. And it also gives an objective outlook on the future development direction. At the same time, we should pay attention to learning and respecting the dietary customs of other ethnic groups, promote orderly and healthy exchanges and cooperation among ethnic cultures, and jointly create a world cultural development. We should try to understand the undesirable part of cultural psychology by taking the dialectical view of its essence and its dross. Through comparative advantage analysis, we can get the similarities and differences of national culture changes, learn advanced experience, put forward improved methods and paths, combined with the development of new ways, and expect to provide theoretical basis for cross-cultural national culture exchange.

2. Method

2.1 Core Concepts

(1) National cultural psychology

National cultural psychology refers to the mental state of a nation in daily life and the collective psychological trend accumulated in the form of spiritual culture. It is rooted in the cultural tradition of a nation, develops and innovates continuously with the progress of the times in the change of time and history. It is a special culture composed of a nation's social culture internalized in the inheritance and change, accumulated in its national psychology and manifested in various forms of life attitude, ethics and morality, thinking mode, aesthetic interest and value orientation. Psychological environment. National cultural psychology is divided into national consciousness, national feelings and national habits. As the basis of national cultural psychology, national cultural

consciousness is the sense of identity and self-esteem of the nation. National feelings are the core of national cohesion and the deepest love for national culture. National habit is the direct expression of national psychology. It is a fixed way of life and behavior that gradually stabilizes with daily life. The change of national habits means the loss of national unique cultural psychology, so the national habits are the most stable and each nation is the most sensitive to its own national habits. The psychology of national culture guides and restricts people's thoughts, feelings and behaviors. It is the deepest thing of national spirit, the basic core of national culture, and the best embodiment of national internal characteristics. Therefore, the national cultural psychology represents the national culture and spirit, and embodies the national world outlook and national characteristics.

(2) Eating customs

Eating custom is eating custom. "The people take food as the heaven, food as the first". The differences in geographical environment, historical process and religious beliefs of different nationalities make their eating habits different, which constitutes a huge and complex system of eating habits. Eating habits include daily eating habits, annual eating habits and religious rituals, which are usually reflected in some typical food production and eating habits. Since ancient times, all Chinese people like to combine food with festivals and ceremonies. The festivals and banquets are the most characteristic and abundant embodiment of food culture. Eating custom also has its own characteristics. First of all, it reflects that whether in the east or the west, whether ancient or modern people, human beings always regard diet as a necessary condition for survival. In ancient China, there was a saying that "food is the most important thing for the people", which coincided with the western countries' views on food. They also believed that "if there is no life in the world, there is no everything. All life needs food." At the same time, it naturally has nationality, different natural environment and productivity level, and the same eating customs and hobbies form a unique eating culture. Geography and geographical factors keep the food culture of different regions intact and handed down from generation to generation. People of different countries, nationalities and regions have different geographical and climatic conditions and corresponding production and life styles.

(3) Intercultural communication

With the continuous development and progress of science and technology and society, the communication between different countries, regions, races and nations is increasingly frequent and close, and the distance between people is shortening. This kind of communication across the distance is cross-cultural communication. In cross-cultural communication, there are not only exchanges and learning between different cultures, but also full absorption and integration of cultural elements. In the communication of different nationalities, the cultural communication is inadvertently distributed between the hands and feet. Both sides of the communication are eager to understand each other's cultural connotation. But the same will be in the language and behavior with the national brand. So in the process of communication, we must first have a simple understanding of each other's way of thinking, world outlook and value orientation, and even people's speech and behavior, customs and habits. Intercultural communication is a complex process, which covers a wide range. Different forms of communication have different characteristics, linguistic cultural communication and non-verbal cultural communication. The communication of eating customs is one of the important parts of non-verbal culture. Food culture is a very important aspect of cross-cultural communication. We can understand the profound connotation of different ethnic cultures in the East and the west through the differences of food culture, and deconstruct the cultural differences caused by history, culture, national characteristics of different countries and religion and belief, so that different ethnic groups can better exchange information, understand and accept the culture of other ethnic groups.

2.2 The Specific Manifestations of the Differences in Western Food Customs

(1) Differences in diet concept. The differences between Chinese and western dietary customs are reflected in the differences in dietary concepts. Due to religion and tradition, most western countries in Europe and the United States pay more attention to nutrition and health in the concept of diet. Western dishes mainly pay attention to the original taste, but do not consider too much carving of dishes. The cooking methods are mainly burning, frying, frying, stewing, etc. At the same time, in terms of Western food customs, more emphasis is placed on tableware placement, service attitude and raw material collocation. The Chinese people's eating customs regard eating as an art, a form of cultural expression. The shape and color of dishes are external, but the taste is internal. The most important embodiment of Chinese catering aesthetics is to decorate the appearance, emphasize the taste of dishes and not pay too much attention to the shape and color of dishes. The aesthetic pursuit of Chinese food obviously overwhelms rationality. This is also consistent with the Chinese philosophical thinking as the representative of Oriental philosophy, which is characterized by macro, intuitive, fuzzy and unpredictable. The western concept is to adopt a fixed standard, according to a unified method, in the production process, the choice of materials and ingredients is very accurate. The main characteristics of China's seasoning are that it is based on a more systematic flavoring theory, and at the same time is rich in variety. In terms of diet, we are more accustomed to the taste of dishes, and it is better to meet our own taste. Therefore, it is a middle way to embody in culture. The harmonious beauty of Chinese cuisine is the essence of Chinese culinary art. The process of making Chinese food is called cooking. Cooking is the cooking of food, and the mixing of five flavors. It is not necessary to separate Bozhong. Artistic conception is the center of all arts. What food pursues is a kind of "artistic conception" which is hard to express. The artistic conception beauty of eating is a phenomenon that integrates good thoughts and feelings with good objective things. The artistic conception beauty of eating can make people have good associations with it when they eat.

(2) Differences in diet. The diet of a nation is closely related to its environment and tradition. People's diet life is closely related to their specific living environment. The living environment not only limits the types and quantity of food resources that the people can obtain, but also affects the way of obtaining and consuming food. The change of living environment and its internal factors will eventually lead to the change of food culture system. The Chinese diet is mainly composed of grains, while the Western diet is mainly composed of meat and protein. According to the obvious differences between Chinese and Western diet objects, Chinese people are considered to have plant nature, while Westerners have animal nature. In terms of cultural behavior, the Chinese people live in peace, stick to their roots and keep peace; the westerners are adventurous, advocate development and are not afraid of conflicts. It is true that Chinese people always care about their "home" and "root", which is consistent with the accumulation of Chinese food culture; while Westerners throw all their property on the car and start their adventure journey, which is very different from the Chinese way of behavior.

(3) Differences in diet. There are many differences in the way of eating between China and the West. The Chinese people pay attention to the atmosphere of reunion and harmony, politeness and common interest. Everyone will sit around and share delicious food. Delicacies are placed in the center of the table, which embodies the virtues of mutual respect and comity. The core of the Western banquet is friendship, elegant and warm, full of fun and etiquette, and through the conversation with the guests around to achieve the purpose of enhancing friendship. Chinese banquet also has the custom of making friends and sharing delicious food, which is different from the friendship between neighboring guests in the West. Chinese banquet is more reflected in the friendship of the whole table, and more inclusive cultural heritage. One of the biggest differences

between Chinese and Western food customs is whether eating makes a sound or not. Chinese people take food as the most joy of life and table as a corner of heaven. The most joy is to enjoy the most joy of life, regardless of the underworld. On the contrary, Westerners only regard diet as the process of injecting fuel into organism, just as gas stations also need to implement some fire and safety regulations, so they need to establish many rules and regulations for people's eating. In addition, the buffet of Western eating customs is also a way of cross-cultural contrast. The buffet doesn't have to be fixed on the seat to eat. Everyone takes what they need and moves around freely, which is convenient for the emotional exchange between individuals. It puts personal independence and autonomy first, which shows the westerners' respect for themselves and esteem for personality. This is the opposite of the traditional Chinese culture of big family and unity.

3. Experiment

3.1 Data Source

This study conducted a questionnaire survey in a wide range of representative areas of the author's region. The interviewees belong to different nationalities, genders, ages and occupations. As a sample of interview research, the interviewees involved 200 ordinary students, teachers, food lovers, experts and scholars, 200 questionnaires were issued, 185 valid samples were recovered, and the results of the survey were effective and reliable. The content involves the basic information of the interviewees, their eating hobbies, eating habits, etc. Among them, we mainly understand the different eating habits and preferences of the interviewees, analyze the national cultural psychology from the data center, and then get all the experimental data sources of this study. The survey results are shown in Table 1.

Table 1. Investigation and Study of Dietary Customs

| | | | | |
|-------------------|-------------------------|------------------------|-----------------------|-------------------|
| Chinese | Diet Represents Culture | Pay Attention to Taste | Communication emotion | Value Enhancement |
| | 85% | 69% | 66% | 58% |
| Foreigners | Diet Represents Culture | Pay Attention to Taste | Communication emotion | Value Enhancement |
| | 53% | 63% | 65% | 56% |

3.2 Research Methods

The whole investigation method is an important method of social history research, which needs to grasp all the activities and changes of human and nature, human and society and individual from the perspective of human social development. Diet is the necessity of human survival and life, and diet custom is an important part of social life. To study diet, we need to investigate the relationship between human and nature, human and society, for example, the raw materials of diet are closely related to the natural environment, and diet custom reflects the relationship between people. At the same time, the use of multi-disciplinary theoretical methods can bring about a wide range of research horizons and changes in research levels. The use of multi-disciplinary methods to study urban food culture in the historical period can deepen the research with characteristics. Human diet is a broad research field, covering the humanities and Social Sciences and some natural sciences. Therefore, to study the development and change of urban diet in a historical period, it is necessary to systematically demonstrate the multifaceted nature of diet. Therefore, some knowledge and research methods of dietetics, food science, nutrition, folklore, culture, sociology, ecology, economics and other disciplines are also used in the research process, and interdisciplinary research

methods are used on some key issues, so that the research vision is more broad and the conclusions are more inclusive. At the same time, this kind of cross-cultural analysis cannot be separated from the help of literature, so the text uses the literature analysis method to search for theoretical works and authoritative materials consistent with the research direction of this paper in the data, and collects a certain number of papers and journals. Through comprehensive analysis, it can grasp the research process of diet custom and national psychological culture as a whole, and at the same time, it can help the conceptual community Make an in-depth and accurate study on the classification characteristics, comparative differences, etc. and learn to collect research.

3.3 Purpose of the Experiment

Chinese food culture is an important part of traditional culture, with unique cultural connotation and spiritual taste. Its position in Chinese culture is constantly enhanced, reflecting the wisdom and diligence of Chinese ancestors, and reflecting the healthy body and high feelings of Chinese descendants. Neutralization is the basic spirit of Chinese people, an important part of Chinese diet culture and aesthetics, and the basic starting point of forming and developing diet culture. The core of Chinese cooking is "five flavors blending". That is to say, we should pay attention to the effect of overall cooperation, and the final requirement is delicious food. In order to cooperate well, we need to master the appropriate measure of harmony, which makes cooking a college question, which reflects rich dialectics. The fundamental difference between Chinese and Western food culture lies in the difference between "separation" and "harmony". The reason why Chinese cuisine is called "cooking" is actually that it takes "tune" as the basic means of "cooking", which is of great value for people to understand their traditional culture, develop the concept of healthy diet, and strengthen personal cultivation.

4. Discussion

4.1 National Psychological Analysis of Diet Custom

Eating custom is not only an important part of Chinese culture, but also a unique national cultural psychology. In the way of behavior, the characteristics of language are influenced imperceptibly. There are different cultures and customs all over the world. Among them, food is one of the topics that most easily arouse people's discussion and resonance. In the process of communication and learning, the cultural differences of different ethnic cultures directly reflect the different living environment, production mode and internal psychological factors of each ethnic group, and each ethnic group presents a cultural style with its own characteristics. National cultural psychology is the most sensitive part in people's mind. To respect different customs and habits of different nationalities is to understand and respect this nation. Because of different living environment, production and life style and other factors, different cultures and customs have been formed among different nationalities. Therefore, it is crucial to understand and respect different customs and cultures of different nationalities and avoid touching sensitive parts of their cultural psychology, so as to strengthen national communication and promote national unity and mutual assistance. As shown in Figure 1, cultural psychology is also reflected in many aspects.

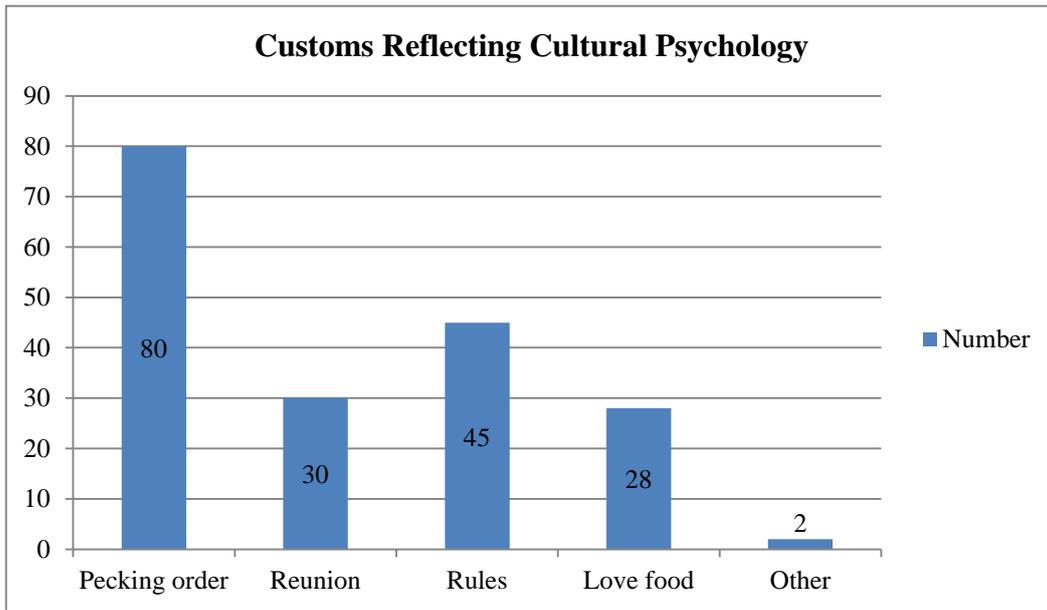


Figure 1. Customs Reflecting Cultural Psychology

China is a unified multi-ethnic country. All ethnic groups rely on each other for common development and progress. The culture of all ethnic groups is an important part of Chinese culture. To identify with the culture of different ethnic groups is to identify with Chinese culture. Compared with any other country in the world, the outstanding creativity of the Chinese nation makes the richness of Chinese food better than any other country. China is a large agricultural country. In the early Neolithic age, there was primitive agriculture in the Central Plains. It is one of the earliest and most concentrated farming areas in China. The raw materials of Chinese food are various and abundant. Many things that can't be eaten by foreigners can be turned into delicacies by Chinese people through wonderful cooking. Due to the backward economy, ordinary people make full use of all kinds of natural raw materials provided by nature. Chinese recipes are also very rich, and all edible things are fully utilized. In the long-term practice, the Chinese people have also explored many cooking skills, turning ordinary vegetables into exquisite dishes. Chinese people show their adaptability and creativity in food culture. As shown in Figure 2. Under different natural conditions, different eating utensils are naturally formed, and the cultural psychology behind the utensils is very rich.



Figure 2. Food and Tableware of Different Nationalities

4.2 The Influence of Dietary Customs on Cultural Psychology

(1) Fully understand Chinese traditional culture. The Chinese traditional food culture is broad and profound, with a long history and represents the excellent and splendid history and culture of the Chinese nation. The Chinese food culture originated in the Yellow River Basin in the primitive society. Their ancestors worked and produced around the food life. The food culture has become an important driving force for human progress, deeply rooted in the thousands of years of history and culture of the Chinese nation in the fertile soil. It has formed the basic philosophy and national culture with Chinese traditional culture consciousness, maternal culture genetic gene, such as "harmony between man and nature", "integrity", "harmony". The Chinese nation inherits the wisdom and hard work spirit of its ancestors in the Chinese food culture. These experiences and spiritual wealth have laid a solid foundation for the stability and prosperity of the Chinese nation. As shown in Figure 3, there are many factors that affect eating customs, among which, in order to highlight the view of reunion and harmony, the largest proportion reflects the spread of cultural genes.

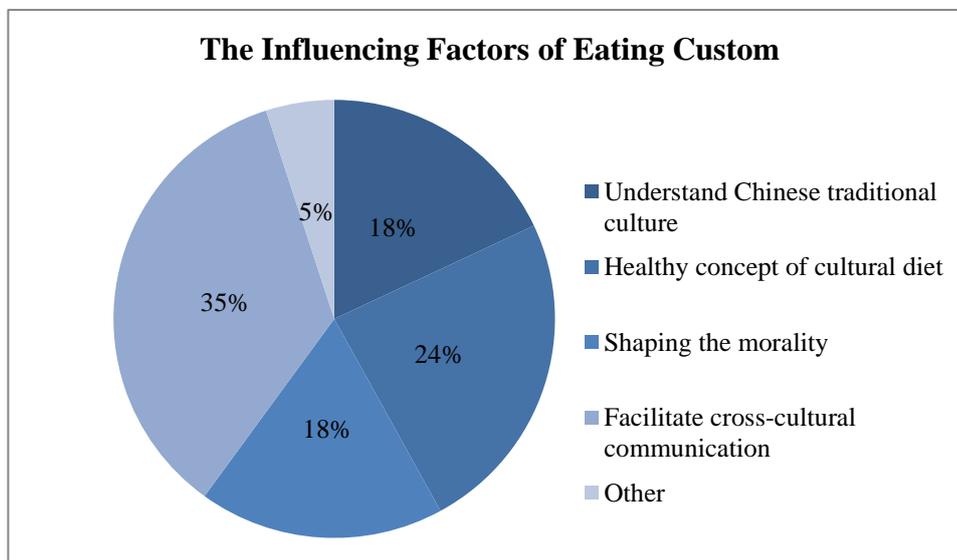


Figure 3. Influencing Factors of Eating Custom

(2) Form a healthy concept of cultural diet. The most important point of Chinese diet culture is to pay attention to health care and health preservation. The long tea culture is the favorite range of literati and poets. Tea has the functions of eye-catching, heart clearing, teeth protecting and refreshing, which naturally embodies the ancient literati's inner cultivation temperament of high elegance. Moderate drinking can dispel the cold, calm the nerves, relax the meridians and promote blood circulation, forming the quality character of making friends with wine and being forthright. In terms of diet structure, the concept of "five grains for raising, five fruits for helping, five livestock for benefit, and five dishes for filling" not only embodies the concept of "health first" of traditional diet, but also embodies the golden mean of traditional Chinese culture and the way of balance.

(3) Help to improve personal accomplishment. With the changes of the times, the traditional diet culture has gradually evolved into aesthetic culture, which has been deepening and enriching its connotation. The aesthetic philosophy of Chinese food culture has penetrated into all levels of people's daily life. In the ancient society, the economic development was slow, the productivity level was low, and the opportunity for ordinary people to receive education was rare. They often knew and understood the social moral value system through some life rituals. It is through the diet custom, permeates the Chinese traditional virtue, disseminates the healthy, positive ethics and moral

concept, recites from mouth to mouth, and passes on from generation to generation. An analysis of the key points in the traditional eastern and western diets is shown in Figure 4.

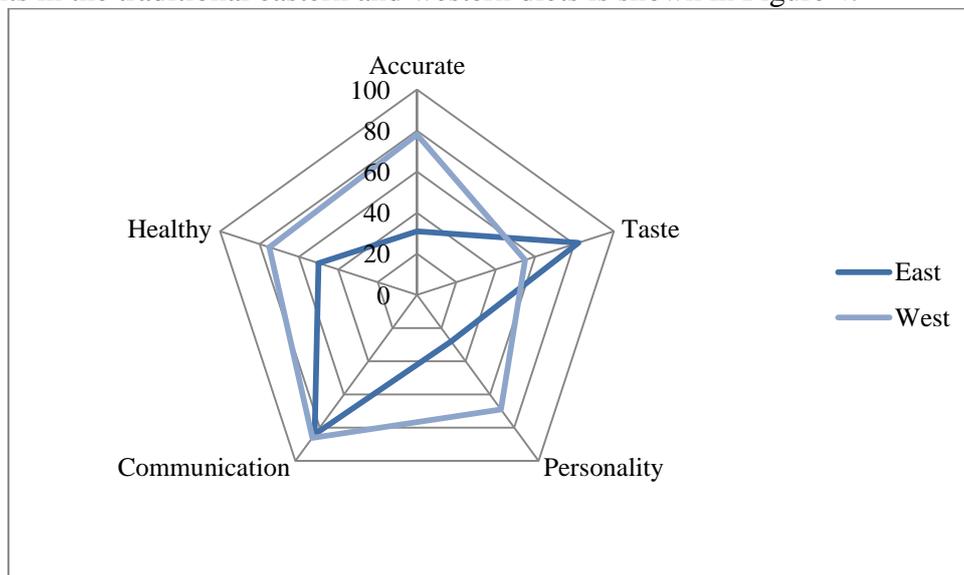


Figure 4. Comparison between Chinese and Western Food Customs

5. Conclusion

With the development of human society, the emergence of eating custom gradually appears. In combination with the development of human material culture and spiritual culture, we should integrate the characteristics of the times and continue to inherit. The dietary customs of all ethnic groups are not only to meet the needs of daily life, but also to reflect the internal culture, spiritual concept and consciousness of the whole nation. Therefore, the analysis and comparison of the differences between Chinese and Western food customs will have a positive and far-reaching impact on the better cross-cultural communication between the two sides.

The food culture of different nationalities has a long history, which not only satisfies people's material life, but also enriches people's spiritual life, and forms the concentrated expression of national cultural psychology in the food custom. It can convey different food production, exchange customs and culture, and understand the internal culture and psychological performance of a nation. There are differences in values, codes of conduct, ways of thinking and language expression among different cultures. These are more recessive, and the more profound cultural characteristics lead to obstacles in cross-cultural communication. As an important part of every culture, the importance of diet culture is self-evident. Through the analysis of the differences between Chinese and Western food culture and the reasons for their formation, we can understand the differences of national cultural psychology, so as to reduce or avoid misunderstandings in cross-cultural communication.

In the treatment of traditional culture, we should inherit and develop its excellent part, and constantly adapt to social development, improve and innovate excellent ideological and cultural, to provide spiritual impetus for the harmonious and sustainable development of the real society. Therefore, in the face of the ceremony bearing traditional culture, we should respect its original ecological value concept, rather than blindly emphasize the form. Its form cannot be unchangeable, and it will inevitably adapt to the changes of the times. However, we should pay attention to the excellent ideological and cultural transmission, and inherit these excellent cultures to deepen national emotions, gather social forces, and promote social development.

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