



# Newsletter, Number 5, December 2007

ASIAN ASSOCIATION OF SOCIAL PSYCHOLOGY  
WWW.ASIANSOCIALPSYCH.ORG

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## MESSAGE FROM THE PRESIDENT



It has been a privilege for me to serve AASP as its President-Elect in the past two years. It is a great honor

now to continue the service in the role of President.

For those of you who have attended the last Annual General Meeting held during the 7th Biennial Conference in Malaysia earlier this year, you would have witnessed the change of guards leading to the current team of office-bearers. Let's update the situation.

Professor Colleen Ward is now the Immediate Past President and will continue playing a leading role in the Executive Committee. Professor Ken-ichi Ohbuchi (Japan) is your new President-Elect, who will be working closely with the Regional Representatives to produce, amongst other things, the Newsletters. Dr. Allan Bernardo (Philippines) is the new General Secretary and Dr. Maski Yuki (Japan) continues as the Treasurer.

The rest of the Executive Committee is made up the Chairs of two Committees and a total of four Regional Representatives.

The Publication and Research Committee shoulders the publication of the Asian Journal of Social Psychology, our flagship journal that has succeeded in becoming a SSCI-indexed publication with an impact factor of close to 1.00 in a relatively short period of time. AJSP is a concrete demonstration of the development of social psychology in Asia, nurtured jointly by AASP and the Japanese Group Dynamics Association, and now attracts quality submissions from both Asia and beyond. In January 2008 the Chief Editorship will pass from Dr. Yoshi Kashima to Dr. James Liu (New Zealand), who will become the Chair of the P&R Committee.

The Education and Training Committee, now chaired by Professor Kwok Leung (Hong Kong SAR), has the main function of organizing the AASP Summer School for PhD Students. The School was

inaugurated this last July with Kwok as its founding principal and attended by around 30 students.

Since its inception, AASP has envisioned its Asian identity as made up of four regions, each served by a Regional Representative. The regions and their respective incoming representatives are: East Asia (Dr. Jiro Takai), Southeast Asia (Dr. Cristina J. Montiel), Insular Pacific (Dr. Paul Bain), and South Asia (Dr. Purnima Singh).

You will notice that the system of Regional Representatives assumes that the (vast) regions can each be represented by one person. This is too bold an assumption, and furthermore can no longer keep up with the expanded membership. At the last Annual General Meeting, a decision was made to create the role of "Representative-at-Large" to augment the system of RPs. Since then, Dr. Duchduen Bhanthumnavin (Thailand), Dr. Weining Chang (Singapore), Dr. Li-Li Hunag (Taiwan), Dr. Teakyun Hur (South Korea), Dr. Rosnah Ismail (Malaysia), Dr. Hamdi Muluk (Indonesia) and Dr. Jianxin Zhang (China) have answered the call.

In addition to its Executive Committee and Representatives-at-Large, AASP is served by a group of Advisors comprising Dr. Emiko Kashima, Dr. Yoshi Kashima, Professor Uichol Kim, Professor Janak Pandey and Professor Susumu Yamaguchi. Janak and his compatriot Purnima will spearhead

the hosting of the next Biennial Conference to be held in New Delhi in December 2009.

The strong team outlined above will, I believe, serve the Association well in partnership with the general membership. As Asia moves more into centre stage of world affairs with renewed confidence and increased vigor, opportunities and expectations combine for AASP to rise to the occasion playing its own part in and for Asia.

- Our Journal, Biennial Conferences and publications, as well as the Summer School will continue to be the main foci of our activities.
- In addition, we can, and should, mobilize our resources and networks to conduct collaborative research that will lead to the successful winning of major international research grants.
- Small-group meetings can be organized by RPs and Representatives-at-Large to augment Biennial Conferences and to address regional needs such as professional writing in English for journal publications.

The joint activities, in research as well as small-group meetings, will enhance social connectedness and help recruit future leaders for AASP. Extending from this, we should look out for and actively

seek alliance with other Asia-based associations to promote psychology generally.

I welcome your comments to help us move forward.

**Sik Hung Ng**

## MESSAGE FROM THE PRESIDENT-ELECT



To keep up with its steady development, AASP is now attending to membership

expansion and recruitment especially among groups and other Asian societies where social psychology is rapidly growing. Our organization likewise plans to make changes related to its journal the AJSP, including on-line submission and circulation systems.

I am pleased to begin with these tasks together with energetic and inspired Executive Committee members. My first job as President Elect is to issue this newsletter, in collaboration with its editor Cristina Montiel (Southeast Asian Representative to the AASP).

Asia is not only geographically large, but culturally very diverse, in terms of language, history, and culture. Our knowledge about this diversity is very limited. In some

sense, Asian scholars are more familiar with Western countries and universities and possess limited knowledge about Asian neighbors. For example, most Asian social psychologists may read JPSP and EJSP more often than AJSP.

I hope this newsletter becomes one medium of communication among AASP members. Thanks to all for contributing to this newsletter.

**Ken-ichi Ohbuchi**

**GLOBAL ISSUES AND CHALLENGES IN A CHANGING WORLD: THE 7TH BIENNIAL CONFERENCE OF THE ASIAN ASSOCIATION OF SOCIAL PSYCHOLOGY**



The seventh conference of AASP was organized from 25th to 28th July, 2007, at the

Magellan Sutera Harbour & Resort, Kota Kinabalu, Sabah, Malaysia. The AASP conference



AASP stalwarts at the Sabah Conference, from left to right: Rosnah Ismail, Colleen Ward, Yoshi Kashima, James Liu, and Sik Hung Ng

was jointly organized by Universiti Malaysia Sabah, Malaysian Psychological Association and AASP, with the conference theme of “Social Psychology: Global Issues and Challenges in a Changing World.”

**Participants**

The conference hosted a total of 725 participants from 25 countries, 551 of them being international participants. The countries that had the most participants were Malaysia (N=174), Japan (N=134), Korea (N=94), Taiwan (N=78), Philippines (N=56), and China/Hong Kong (N=50). One hundred twenty seven oral papers and 230 poster presentations triggered lively discussions about Asian Social Psychology.

**Key Presentations**

President of AASP 2007-2009, Sik Hung Ng from the City University of Hong Kong delivered his presidential address on *The Bicultural Self and the Bicultural Brain* immediately after the AASP



Susumu Yamaguchi and Sik Hung Ng thank Ridzwan Rahman for his conference organizing efforts.

Annual General Meeting on July 27.

Other keynote speakers included: Dato’ Dr. Abdul Halim Othman (Universiti Malaysia Sabah), *The Past, Present, and Future of Psychology in Malaysia: Challenges and Directions*; Fathali M. Moghaddam (Georgetown University), *Global Economies, Local Identities: Toward a Psychology of Globalization*; Gian Vittorio Caprara (University of Rome), *Personalizing Politics: Values, Traits and Voting*; Ramadhar Singh (National University of Singapore), *East-West Differences in Intuitive Prosecution: Anger, Attributions, and Punishment Goals as Mediators*; Khalijah Md. Salleh (Universiti Kebangsaan Malaysia), *Psychology of Human Behavior from Scientific and Religious Perspectives*; Cristina Montiel (Ateneo de Manila University), *Conceptual Frame for a Psychology of Nonviolent Democratic Transitions: Positioning across Analytical Layers*; and Mahmood Nazar

Mohamed (Malaysian Psychological Association), *Advances in Application of Social Psychology in Malaysia: Focus on Promoting Inter-racial Harmony*.

### Conference Awards

This year, AASP awarded four KS Yang Travel Awards. The recipients were: Robert L. Tang (Philippines), May Ann Garo-Santiago (Philippines), Ron R. Resurreccion, (Philippines), and Nasir Yusof (Malaysia).

The Park Jung-Hoon Young Scholar Awards went to Yukari Ariizumi (Japan) and Koichi Suwa (Japan), while Jung Tae-Gon Young Scholar Awards were granted to Arief D. Liem (Indonesia) and Marshall N. Valencia (Philippines).

### Rosnah Ismail

#### Chair, Conference Organizing Committee

### FIRST ASIAN SUMMER SCHOOL IN SOCIAL PSYCHOLOGY

There is a need for PhD students in social psychology at various Asian universities to come together to learn from one another and to receive specialist training from experts beyond their own nationals. Just as important as the educational objective, the Asian Summer School intends to promote cross-cultural contact and understanding among future

academic leaders, along with the broadening of their academic visions beyond the confines of their own localities.

With these objectives in mind, the inaugural summer school took place right before the Seventh Biannual Conference of Asian Association of Social Psychology (AASP) in the campus of Universiti Malaysia Sabah. The summer school was kicked off with an orientation and a welcome dinner on July 20, 2007 (Friday) and finished with a farewell dinner on July 24 (Tuesday).

The Principal of the summer school was Kwok Leung from City University of Hong Kong, and the four teachers were Ramadhar Singh, National University of Singapore, Yoshi Kashima, University of Melbourne, Australia, Gian Vittorio Caprara, Università di Roma 'La Sapienza', and Emiko

Kashima, La Trobe University, Australia. A total of 29 students from China, India, Japan, Korea, Malaysia, New Zealand, Philippines, and Poland attended the summer school. In the four full days after the orientation, each teacher worked

with about 6-7 students and guided them to develop research proposals. The four days were inundated with lectures, group discussion, presentations, consultations with teachers, and library work. Students worked really hard, and burned a colossal amount of mid-night oil for their presentations. No less intense were the teachers, who provided students with continuous feedback to help them perfect their ideas. The four days were indeed very long, but a huge sense of accomplishments flooded the room when the last round of presentations was completed. Everyone, including the teachers, was astounded by the very high quality of the proposals that were hammered out literally in a matter of hours.

I would take this opportunity to thank the teachers again for their dedication and enthusiasm, and the students for their persistence and diligence. Finally, I would



Some Participants of the AASP Summer Class 2007

1<sup>st</sup> Row (L-R): Jaimee Stuart, Karolina Mazurowska

2<sup>nd</sup> Row (L-R): Jocelyn Nolasco, Edna Calma, Angela Yu, Felerina Ellamil, Alpana Vaidya, Juanita Gueco, Ananthi Al Ramiah

3<sup>rd</sup> Row (L-R): Sonia Mendoza, Changjiang Liu, Marshall Valencia, Sammyh Khan

also like to express our gratitude to Professor Rosnar Ismail and her team, and the summer school would not have been possible without their hard work and unfailing helpfulness.

**Kwok Leung**

**Summer School Principal**

## **AASP MEMBERSHIP GROWS!**

Thanks to the highly successful AASP Conference in Sabah, the AASP membership has grown significantly in the past few months. As of October 2007, the AASP has 292 members in its roster. Of this number, 198 are regular members, and the remaining 94 are student members. The regular members include 18 new members from Japan, who are members of the Japan Group Dynamics Associated. They either joined or rejoined AASP after the active recruitment of AASP Treasurer Masaki Yuki, Former President Susumu Yamaguchi, and East Asia Regional Representative Jiro Takai.

Presently, Japanese social psychologists represent the biggest number of regular members from any country, with 33 active regular members, followed by Taiwanese social psychologists who have 25 regular members. However, the biggest total membership comes from South Korea, where there are now 21 regular members and 30 student members, for a total of 51.

East Asian social psychologists still comprise the biggest regional block of AASP members, with a total of 138 regular and student members or over 47% of the total AASP membership. But Southeast Asian social psychologists have increased their representation in the association, counting 83 regular and student members to date, or over 28% of total membership. The increase comes from two neighboring countries: the Philippines and Malaysia, with 38 and 22 total members, respectively.

The Asian and international

quality of the association continues to be reflected in its membership, with regular and student members coming from various parts of South Asia, Australasia, the Middle East, Eastern and Western Europe, North and South America. We look forward to the continued growth of these numbers, as more activities are planned for members, especially the 2009 conference in Delhi, India. Such developments truly reflect the burgeoning of Asian social psychology.

**Allan B.I. Bernardo**

**General Secretary**

You are invited to the 9th International Conference on Social Representations which will take place in **Bali, Indonesia**, on **June 30 to July 5 2008**, under the theme

### **'Alternative Productions of Knowledge and Social Representations.'**

This conference will consist of symposiums, thematic group discussions, round table meetings, interactive poster sessions, contributions, and presentations. *Professor Serge Moscovici*, founder of Social Representations Theory, will be present and deliver his speech, along with other guest speakers.

One of the new traditions that will be introduced in this upcoming 9th International Conference on Social Representation is the Scientific Competition for Young Researchers. The Scientific Committee will select three young researchers and invite them to present their work in a special session in this conference. Hopefully, this new event will mark the participation of young researchers in international forums, which enable their work to stand at a level that is equal to that of their predecessors.

**For more information, please contact:**

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**PROGRESS IN ASIAN  
SOCIAL PSYCHOLOGY  
VOLUME 6: CASTING  
THE INDIVIDUAL IN  
SOCIETAL AND  
CULTURAL CONTEXTS**

The 6th volume of proceedings of the biennial conference of the Asian Association of Social Psychology (AASP), edited by James Liu, Colleen Ward, Allan Bernardo, Minoru Karasawa, and Ronald Fischer, was published by Kyoyook-Kwahak-Sa (Seoul) and launched at the recent AASP conference in Sabah, Malaysia. The new volume has 18 chapters selected from an initial pool of 37 submissions that well represented the conference held in Wellington, New Zealand in April 2005. The book can be purchased for \$50 US from University of Hawaii Press. Orders may be submitted by any of the following methods:

Send a cheque or credit card information to:  
University of Hawaii Press  
2840 Kolowalu Street  
Honolulu, Hawaii 96822

Phone: 1-808-956-8255, or toll-free in North America at 1-888-UH PRESS (847-7377), Hawaii Standard Time.

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The volume opens with four chapters on “History, Harmony, and Conflict” by Janak Pandey, Frances Brew, Li-Li Huang et al., and Ohbuchi & Saito. These chapters draw upon the rich cultural resources and intellectual traditions of Asia to detail both historical and ahistorical approaches to the examination of conflict and harmony. Indigenous, mainstream, and cross-cultural approaches are all represented in this section.

The second section “Self in Social Context” examines one of the most popular topics in cross-cultural and social psychology today. The opening chapter by Ng et al. situates the bicultural within the societal constraints of Hong Kong, while the chapter by Yeh et al. examines how autonomy vs relationships are managed by adolescents in Taiwan. Morio et al., use the latest in experimental techniques to examine dynamism in self-narratives in Japan

and their relationship to self-esteem, whereas the Chowsilpa presents a new State-Trait inventory from Thailand.

The third section on “Culture contact and intergroup Relations” has chapters that examine cross-cultural adaptation of immigrants and sojourners to Australia (Neil & Mak), New Zealand (Jose et al.), and Hawaii (Fox). It closes with experimental work by Halloran and Brown manipulating mortality salience in Australia.

The last section, which contains a heterogeneous set of papers under the rubric of “From cognitive to social and collective processes”, with chapters by Spencer-Rodgers et al., Haque, Nakagami-Yamaguchi et al., Tanaka et al., Mizukami et al., and Yoo et al. Topics range from the use of dialectical thinking among East

**Offer of interest to AASP members:**

**Free Membership in APS!**

by Masaki Yuki

AASP members can become members of the Association for Psychological Science (APS) for free until December 2008, and continue their membership at reduced rate after that.

For more details regarding this offer, please look at the “Offers of interest to AASP members” section on the home page of our website: <http://www.asiansocialpsych.org/>

We hope you will take advantage of this wonderful opportunity.

Asians to more action-oriented activities to help children in a pediatric ward to a cross-cultural investigation of emotional display rules.

While culture continues to play a role in Asian social psychologists' thinking, this volume highlights the different approaches different authors take to the relationship of the individual to both societal (i.e., more universal components of how societies are constituted) and cultural factors (i.e. more specific conceptions of how particular cultures produce particular forms of thinking or action). As the companion special issue to this volume on "past contributions, current status, and future prospects for Asian social psychology" published in Asian Journal of Social Psychology also illustrates (edited by Liu & Ng, 2007, with

chapters by Hofstede, Ward, Leung, and Atsumi), authors in Asian social psychology are probing, constructing, deconstructing, and reconstructing the concept of culture, sometimes into its constituent components (e.g., of social networks, social norms, institutional features, self-concepts, etc.) sometimes as historical trajectories or more all-encompassing syndromes. But more than this, the emphasis is not simply on culture as an object of knowledge, but rather there is a strong (often implicit) impetus for including culture and society as part of a conceptual toolbox that enables researchers to do socially relevant and applied work that benefits their communities. Such dialogue seems a healthy sign that Asian social psychology is gradually emerging as a third wing in a global social

psychology able to complement the American and European wings that are already in full flight.

**James Liu**

**Chair, Publication and Research**

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Liu, J.H., Ward, C., Bernardo, A., Karasawa, M., & Fischer, R. (2007)(Eds.). Progress in Asian Social Psychology: Casting the Individual in Societal and Cultural Contexts, Volume 6. Seoul: Kyoyook Kwahaksa.

## Join Social Psychology Network!

by Masaki Yuki

The Asian Association of Social Psychology is pleased to endorse Social Psychology Network (SPN), and we heartily call upon our members to join the Network and support its development to the greatest extent possible.

SPN is one of the largest Internet sites devoted to psychological research and teaching, with more than 1,900 members worldwide. The Network's pages contains vast amount of resources and links related to social psychology, including professional profiles of social and personality psychologists. It is now viewed an average of more than 70,000 times per day by people in over 100 countries -- a total of more than 115 million page views since SPN was created in 1996.

For those of us in Asia, SPN has given us the opportunity to share information about our Association and our Journal. The Network also features prominent psychologists in our region, including professional profiles of scholars from countries such as Japan, Korea, India, China, and the Philippines, and it contains hundreds of additional web links related to social psychology in Asia. Just as SPN helps us introduce Asian social psychology to the rest of the world, it gives us access to vast international resources on psychological research and teaching in the Americas, Europe, and Oceania.

**Social Psychology Network (Home Page)**

<http://www.socialpsychology.org/>

**To Join SPN**

<http://www.socialpsychology.org/support.htm>

**AASP's Endorsement of SPN**

<http://www.socialpsychology.org/endorsements/aasp.htm>

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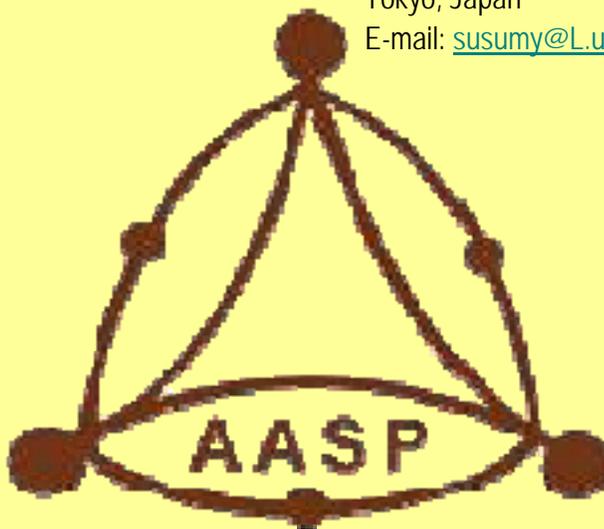
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