

# Preface

This book had two origination points. One point derived from the second editor (Landis) becoming convinced after 40 years in the field of intercultural relations research (as well as 35 years editing the major journal in the field) that a wall had been reached. It seemed that very little new was being produced in the research community. To be sure, populations changed (e.g., from Japanese or Israelis to South Africans, etc.) and there was some progress on the methodology (e.g., an emphasis on multilevel analysis), but still basically the same studies were being done over and over using the same measures and having the same theoretical basis, when there was one. The results, while often significant, had low variance accounts. So, perhaps really new methodologies as well as theories could help the field out of the doldrums.

The second origination point occurred when we ran across a brief article by Nalini Ambady describing the provocative results of neuroscientific studies of culture. Most of the studies we discovered were narrowly focused on finding cultural differences in brain function. That set us wondering how those differences might enable or degrade individuals' ability to function in different social and cultural settings. So, we set about contacting the leading workers in the field asking for contributions and further asking that they give specific consideration to the implications of their work for intercultural relations research. Most were enthusiastic about the idea, seeing it as a way of opening a new research avenue. We also encouraged that the researchers in brain science and intercultural research jointly produce the chapters of the book. That was true in some cases but not others. Hopefully, the future will see more joint efforts. We offer the joint editorship of this book as a model: a neuroscientist (JW) and an intercultural researcher (DL) working together to produce something that neither could have done alone.

We took the idea of the book to Tony Marsella, the editor of the International and Cultural Psychology series at Springer SBM, and he also was enthusiastic about the project. And, for this, we offer our gratitude and a heartfelt *Mahalo Nui Loa*.

There are others whose help and support made this book possible. In Russellville, Kyla Warnick was always able to breathe excitement into this project by asking wonderfully insightful questions and offering great discussions on the chapters. I can't thank her enough for the support she has provided throughout this project.

In Hilo, Rae M. Landis, who for 55 years has been a terrific supporter and prod-der to compensate for her husband's inveterate tendency to procrastinate. She, above all, deserves credit for seeing this book finally completed.

We also acknowledge the important and significant contributions of Sharon Panulla, Execute Editor for Psychology at Springer SBM Publications. Her support and encouragement made this volume possible.

Russellville, AR, USA  
Hilo, HI, USA

Jason E. Warnick  
Dan Landis

Neuroscience in Intercultural Contexts

Warnick, J.E.; Landis, D. (Eds.)

2015, XXX, 263 p. 32 illus., 17 illus. in color., Hardcover

ISBN: 978-1-4939-2259-8