Cross-Cultural and Ethnical Differences and Similarities in Visual Attention Among Japanese, Caucasian, and Hispanic Children

Candace Teran and Dr. Megumi Kuwabara

Introduction

Analytic and Holistic Perception
Western=Analytic Perception; Attend to focal objects
East Asian=Holistic Perception; Attend to relationships among objects (Itakura & Okada, 2016)

Analytic and Holistic Perception

Research Question

Is there an ethnic difference in attention?

Hypothesis

Visual Environment

<table>
<thead>
<tr>
<th>Caucasian = Hispanic</th>
<th>Hispanic = Japanese</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian ≠ Japanese</td>
<td>Caucasian ≠ Hispanic</td>
</tr>
</tbody>
</table>

Methods

Participants

- Caucasian-15 (8 Females & 7 Males) Mean age: 54.98 months
- Hispanic-15 (7 Females & 8 Males) Mean age: 53.02 months
- Japanese-15 (9 Females & 6 Males) Mean age: 54.8 months
- Each participant was matched by age (± 2.5 months)
- Age range 38.59-68.77 months
- The data was collected in preschools and home settings in Southern California and in Japan.

Stimuli

Visual Search Task with Preschool Children

Procedure

- Children sat in front of a computer or binder (on a table & chair).
- For each trial participants were given 20 seconds to find the target.
- The trial started as soon as the page was flipped to show the stimuli and the timer was started.
- Once the participant pointed to the target, the timer was stopped and the page was flipped to hand prints while the experimenter recorded the reaction time.

Results

Discussion

Future Research Question

Limitations

Acknowledgements

References