



Research Project 2006-2010
Global and cross-cultural human behavior
The Unicist Research Institute

This research completes the research about humans approaching complex problems. It is oriented to confirm the study of:

- 1) How individuals behave when facing problems that are different from the ones natural to their cultures.
- 2) The functionality of human intelligence when an individual faces problems that are more complex than the ones he is used to solving.
- 3) The approach of individuals to actual problems that require a non-automatic solution.
- 4) How individuals face the solution of a problem when they lack specific knowledge to solve it.



Introduction

We have been researching the human behavior in different cultures since 1985. The purpose of these researches was to find cross-cultural solutions to anthropological based complex problems.

The direct relation between brain waves and active human behavior was one of the first findings. Since the beginning of the early researches we have found that brain waves are indicators of how humans adapt to reality.

The research of human behavior from an anthropological approach confirmed the hypothesis of a conceptual structure behind psychology. It made the integration of psychology in conceptual models possible.

All the hypotheses of this research have been confirmed and we are now beginning their “falsification”.

The Objective of the research

The objective is to confirm the validity of the structure of cross-cultural approaches to human behavior in order to simplify adults’ learning processes and optimize the cost-value relation, considered from the learners’ and from the teachers’ point of view.



The Structure of the research process

The research will measure the reaction to stimuli of ten individuals from each culture. They will be studied for a minimum period of two years and a maximum of four years.

The relation between individuals' actions and the brainwaves diagrams resulting from stimulation will be studied.

Research field

The research of human behaviors includes the following cultures: Argentina, Australia, Brazil, Canada, Chile, China, England, France, Germany, India, Japan, Mexico, Spain, Sweden, USA and Venezuela.

It includes 10 individuals from each culture, of ages between 25 and 45 years old, male and female, with executive and operational responsibilities at their jobs.



Specific objectives of the research

a) The following hypotheses, already validated, will be “falsified”:

- 1) The cultural archetype of an individual filters and eliminates every alien external information.
- 2) When the stimuli an individual receives require more energy than what the individual is used to consuming during his normal thinking process:
 - a) The stimuli are not recognized.
 - b) The stimuli are re-codified in order to be managed by his normal thinking process.
- 3) When the stimuli to act require a different strategic style to adapt to reality, they suffer a fallacious modification and become dysfunctional.
- 4) Inaction is the response when the stimuli to act require specific knowledge that is not included in the individual's vocation. This inaction is supported by a fallacious justification and apparent dysfunctional actions.

b) The following complementary hypothesis will be “falsified”:



- 1) When the information an individual receives has an added value and is within the values of a functional archetype, then it is stored in a “direct access” memory to be used in his adaptive behavior.
- 2) When an individual faces a complex problem, but receives a functional simplified stimulus that he can handle, he will integrate it within his actions.
- 3) When a proactive action is designed to be developed according to the strategic style of an individual, he will develop a motivated and pleasure-seeking action.
- 4) When an individual, acting within his vocation field, faces problems with lack of knowledge, he seeks for the knowledge immediately.

Output

The output of this research will help to:

- a) Define the contextual conditions of cultural and cross-cultural learning processes.
- b) Define the functionality of the “languages” to be used to approach different problems.
- c) Define the possibilities to approach reality for each individual.

Sponsors

The sponsors will receive the conclusions of the research to support global, cross-cultural and domestic management.

The conclusions are specifically designed for:

Organizational and workflow design

Global, cross-cultural and domestic learning process design

Global, cross-cultural and local human resources management

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