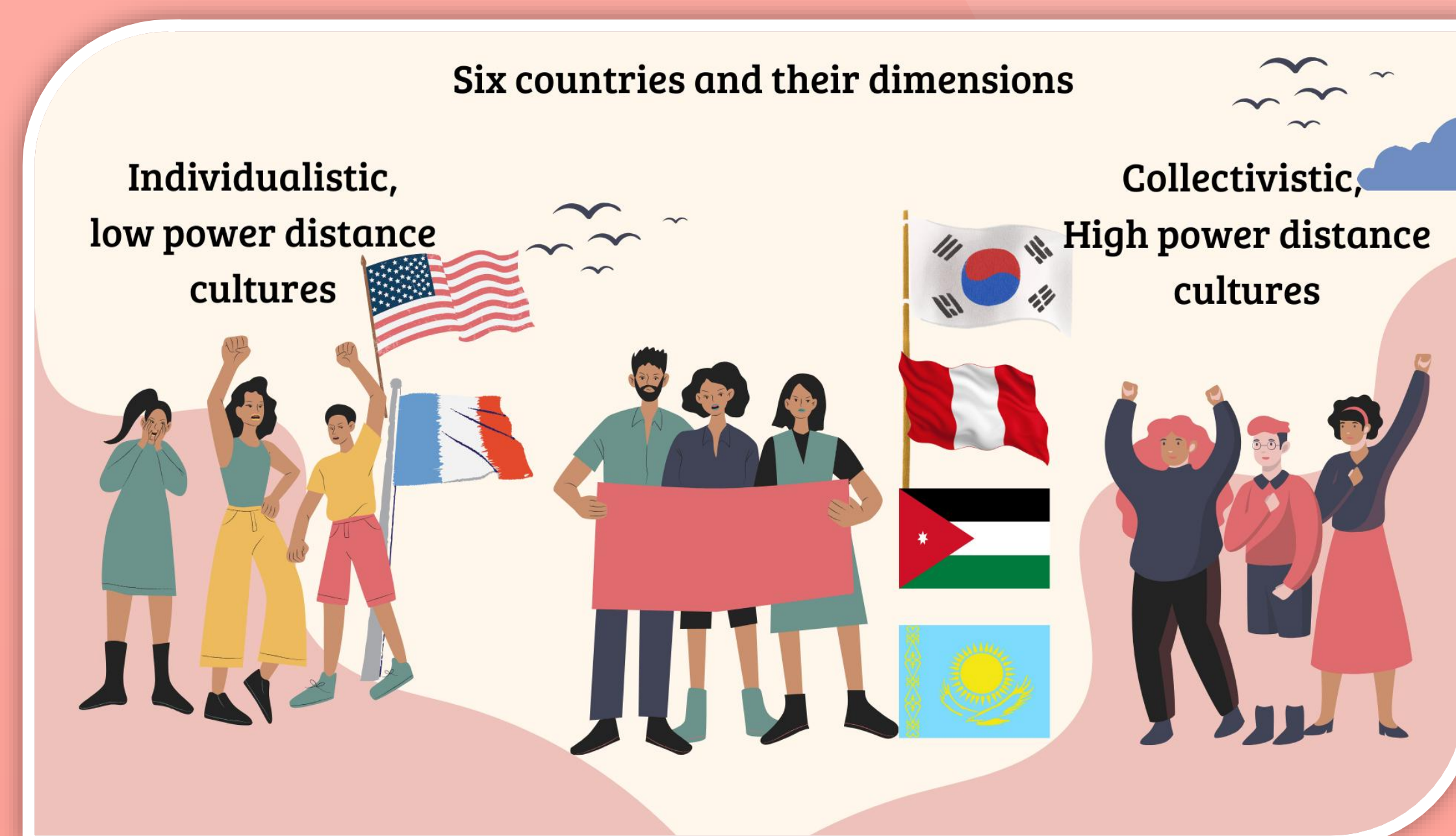


# „BEAUTY IS IN THE EYE OF BEHOLDER”

Yaminia G. Pagoda, April 30<sup>th</sup>, 2025

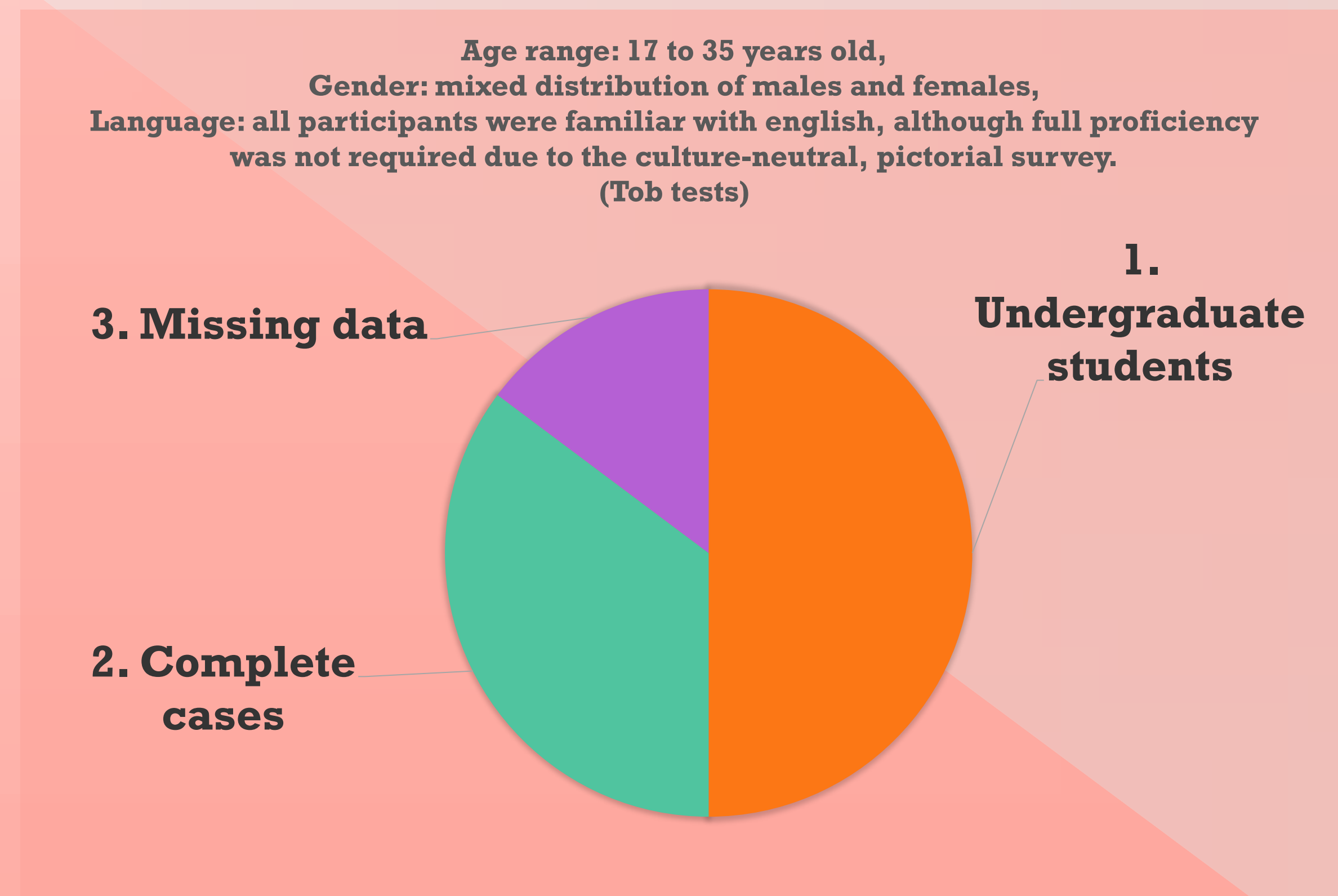
## Abstract: Cultural Theory

- ❖ The cultural theory discussed in the paper is “Mindscape Theory”, proposed by Magoroh Maruyama<sup>1</sup>, where he defines “. . . a structure of ...perception, ... design, ... and decision making that may vary from one individual, profession, culture, or social group to another“, concludes that people within one country, are not uniform and that similar cognitive styles do exist across cultures.
- ❖ This Paper is a comparison to the Cultural Dimension Theory by Hofstede. Which includes intracultural heterogeneity, transcultural heterogeneity and dominance of certain types. The model specifies six dimensions including individualism, collectivism and high power distance and low power cultures.
- ❖ The connection between mindscape theory and beauty: aesthetic preferences are used as a way to capture and understand the different mindscape types within and between cultures.



- ❖ High power distance cultures: accept authority and hierarchy. Leaders are expected to make decisions without much input.
- ❖ In individualistic cultures: value independence, personal achievement. Collectivist cultures emphasize group harmony and loyalty.

## Sample: 220 Undergraduate Students

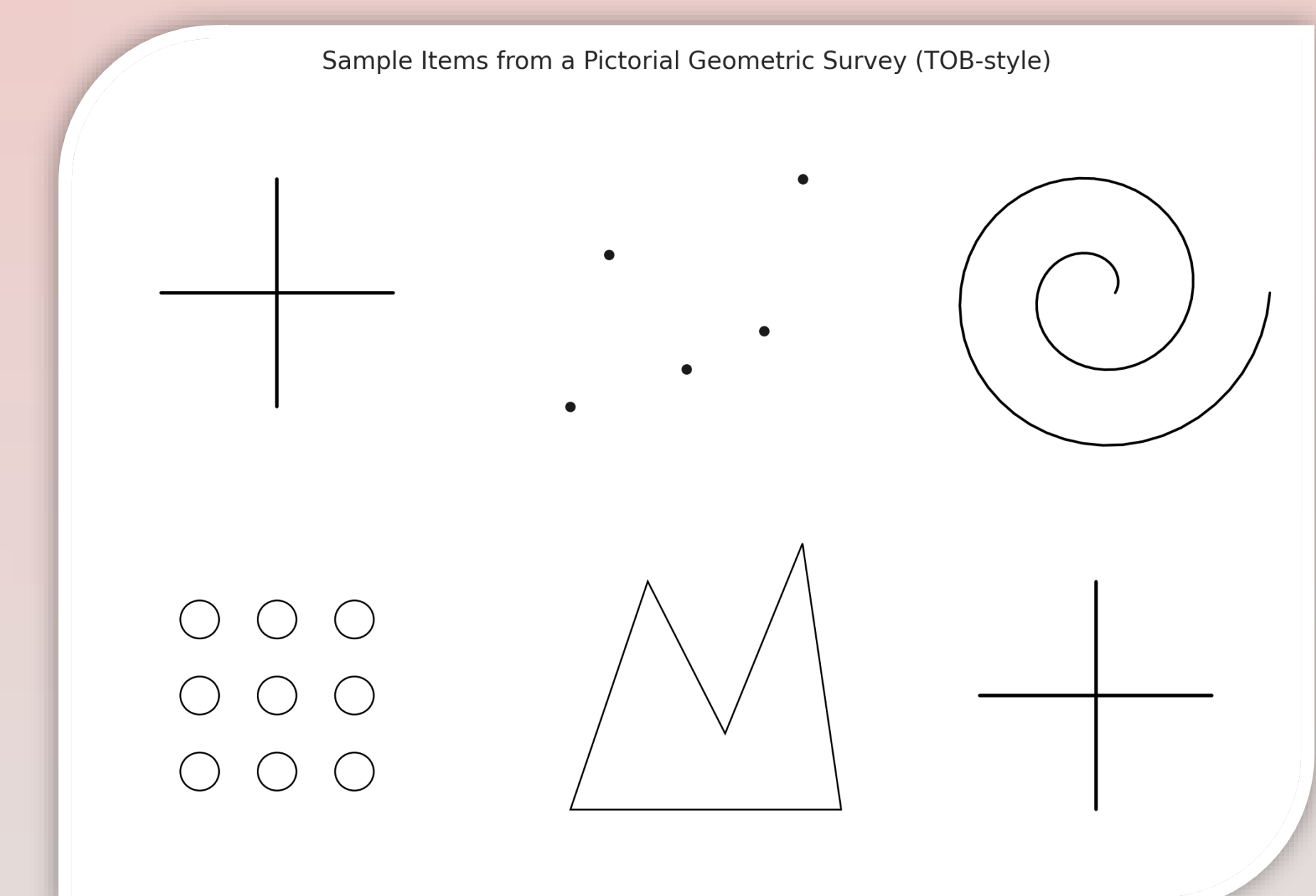


Across 6 Countries: France, Jordan, Kazakhstan, Peru, South Korea, and the United States. The geographical diversity of the sample included Europe, the Middle East, Central Asia, South America, the Far East, and North America..

## Methods

1) **Factor analysis** was used on individual responses to identify underlying patterns in the aesthetic ratings of the geometric shapes, aiming to ascertain if representations of mindscape types were present.

2) **Pictorial-Geometric Survey (TOB Tests):** Participants from six countries were asked to rate each of the 42 patterns on a scale from 1 (ugly) to 7 (beautiful).



3) **Heterogram Analysis:** Construction of a correlation matrix based on the responses of all participants from the six countries on the ugly-beauty scale.

## Results and Conclusion

The assumption of intracultural homogeneity is questionable. Many traditional cross cultural studies wrongly assume that members of a culture are largely homogeneous in their thinking and logic. This study provides empirical evidence for the existence of significant individual differences within cultures (intracultural heterogeneity).

Additionally, the "ugly" to "beautiful" rating scale might be interpreted differently across cultures.

The findings support <sup>1</sup>Maruyama's Mindscape Theory, which posits that individual differences in thinking and logic exist both within and between cultures.

## References:

<sup>1</sup> Maruyama, M. – Zahlreiche Arbeiten über Mindsapes, epistemologische Heterogenität, Heterogramm-Analyse (1980–1999) <sup>2</sup> Hofstede, G. (1980, 2001, 2002) – Mehrere zentrale Werke zur Kulturdimensionstheorie Trompenaars „BEAUTY IS IN THE EYE OF BEHOLDER: INTRACULTURAL AND TRANSCULTURAL HETEROGENEITY OF INDIVIDUALS“ By kamal fatehi and jennifer l. Priestley | hutzschenreuter, t., Kleindienst, i., & Lange, s. (2019)