



Review

A factor analytical investigation of the Japanese translation of the Cheek-Buss Shyness Scale in support of the three-component model of shyness



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ABSTRACT

In an attempt to examine the cross-cultural expression of shyness, the purpose of the present study was to replicate and validate the three-component model of shyness as assessed by the 20-item Cheek-Buss Shyness Scale in a Japanese sample. The principal framework for this investigation is based on the cultural differences in the way Japanese shyness is thought about in everyday life compared with the U.S.A. In the present study, we compared the structural components of shyness in the U.S.A. with the results of a factor analysis of the CBSS-J, the Japanese translation of the CBSS. As further support of this conceptualization of shyness and the construct validity of the CBSS-J, we assumed the three factors of shyness would be related to interpersonal anxiety and other personality traits assessed by Big Five-J scale. The results of the factor analysis indicated the CBSS-J to have a three-factor structure. The results indicated scores on the CBSS-J to be negatively correlated with scores on The Big Five-J and positively correlated with LOC-J scale and BIS-J scale. Further analyses of the results suggest that there are differences in Big Five-J scores and BIS-J scores depending on the degree of shyness and locus of control.

1. Introduction

When individuals encounter social situations eliciting expressions of shyness in daily life at school, work, home or social settings, they may experience physical or behavioral changes such as facial blushing, upset stomachache, increased heart rate, and sweating in their hands. Shyness is conceptualized as a syndrome of affective, cognitive, and behavioral components characterized by social anxiety, excessive self-consciousness, and behavioral inhibition resulting from the feeling that others are evaluating you (Buss, 1995; Carducci, 2000; Melchior & Cheek, 1990a). And, theoretical conceptualizations (Carducci, 2000; Cheek & Krasnoperova, 1999; Melchior & Cheek, 1990b) and empirical research (Cheek & Briggs, 1990; Cheek & Krasnoperova, 1999; Cheek & Melchior, 1985; Weyer & Carducci, 2001) asserting that shyness consists of three components: physiological (affective), cognitive, and behavioral. Physical, cognitive, or behavioral changes arising from such shyness often include a cultural context (Carducci, 2013; Zimbardo, 1977).

The concept of shyness varies according to regional culture, and Japanese may also have a unique shyness culture. Ruth Benedict, the American cultural anthropologist, explained the consciousness of

Japanese shyness as “culture of shame” to respect the appearance and degradation in “The Chrysanthemum and the Sword: Patterns of Japanese Culture” (Benedict, 1946). This “culture of shame” includes both positive and negative connotations in Japan. In a positive sense, it is a group-oriented culture that does not disturb the harmony with surrounding people. On the other hand, in a negative sense, it is a culture which is very concerned with the evaluation from the surrounding people. This indicates that the Japanese are sensitive to heightened feelings of self-consciousness within the group. In this cultural context, the Japanese are always consciously thinking “What do others think of me?” while trying to maintain a favorable public appearance in the presence of others. In contrast, Ruth Benedict refers to America as a “culture of sin.” In this cultural context, sin is considered an act that is contrary to norms and ethics. Such violations tend to produce thoughts of “What did I do wrong?” while creating an internal sense of distress for the misdeed. Thus, in a culture of shame, the expression of shyness tends to be regulated by external factors. In a cultural of sin, the expression of shyness tends to be regulated more by internal factors. Such a distinction is consistent with the distinction between collectivist and individualistic cultures (Trandis, 1995, 2001). Collectivist cultures, such as the Japanese society, place considerable emphasis

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on the public and communal aspects on the self. Individualistic cultures, such as the U.S.A., place more emphasis on the individual expression and the private self.

For example, within the sin culture, when individuals do something wrong, expressions of regret tend to reflect an internal sense; the regret is based on violations against your own sense of sin. In the case of Japanese, when they do something wrong, the reason for regret is attributed to the outside of the person; it reflects an external sense of collective embarrassment for those around the person (e.g., I am sorry for my parents, my co-workers, my employer, etc). Such a cultural response is based on the Japanese tradition that the connection of the community is important and suppression of prominent action is necessary. In discipline at childhood, Japanese parents teach that they obey rules and customs and keep rules and not bother people (Azuma, Kashiwagi, & Hess, 1982). This is called “good child” in Japan. These behaviors lead to education that emphasizes “wa” in group life. In this way, Japanese shyness has many unique expressions compared to other cultures. There are different types of shyness; public shy, private shy and socially anxious shy (Carducci, 2015, p. 521). We assume that Japanese people have especially strong in public shy and socially anxious shy as expressed by being excessively self-consciousness.

In an attempt to examine further the expression of shyness in the Japanese culture in more detail, the purpose of the present study is to replicate and validate the three-component model of shyness as assessed by a Japanese translation of the 20-item Cheek-Buss Shyness Scale (CBSS; Cheek & Melchior, 1985), along with examining the way of thinking about how Japanese shyness is related to everyday life and to other major personality traits. More specifically, the developments of the self-report measurement of shyness include assessing shyness as a subjective experience of anxiety and fear during interpersonal situation. In addition, we assumed that the expression of Japanese shyness would be related to other major dimensions of personality.

2. The relationship of Japanese shyness to three major personality traits

The initial phase of this study began with the translation the 20-item CBSS into Japanese to create the CBSS-J and the examination of its factor structure. Then, we examined the internal validity of the CBSS-J by investigating its relationship to three principal personality traits as assessed by Japanese translations of the following measures: Big Five scale, Locus of Control scale, and BIS/BAS scale.

2.1. Japanese shyness and the Big Five

As a principal environmental factor of personality expressed in daily life, the use of the Big Five personality traits was the model to comprehend the relationship between personality and academic behaviors (Tangney, Baumeister, & Boone, 2004). In a study comparing the level of shyness, self-construal, and personality traits of extraversion, introversion, neuroticism, and psychoticism among the college students from India and the host country of Africa, the results indicated shyness was significantly correlated with high introversion and high neuroticism scores and that level of shyness varies significantly across different cultural groups (Afshan, Askari, & Leister, 2015). Based on this pattern of results, among the five traits, we expected introversion and neuroticism to be association with shyness as assessed by CBSS-J and the Fictional (F) and Attitude Answer Scale (Att) of The Big Five to be the most characteristic expressions of Japanese shyness.

In expressions of their thoughts, feelings, and behavior, Japanese people have “Honne” and “Tatemaie.” In private places, they express themselves with their real intentions through “Honne.” In social situations, such as schools and business, they express themselves with public stance of “Tatemaie.” In other words, “Honne” and “Tatemaie” are Japanese words that describe the contrast between a person’s true feelings and desires and the behavior and opinions one displays in

public. Since it is a public expression to provide answers on a questionnaire and reveal one’s true feelings, there is a dilemma as to whether or not to answer the items honestly. In the Japanese version of The Big Five-J scale (Murakami & Murakami, 2008), items on the F and Att scales assess specific response tendencies that we assumed to be conceptually related to shyness. More specifically, the F scale assesses the elevated frequency of response to specific items keyed as “Yes” and “No” in order to measure deviations from ordinary answer patterns; higher F scores suggest a greater willingness to follow ordinary answer patterns (Murakami & Murakami, 2008). Items on the Att scale measure the tendency for individuals to express a willingness to present a favorable public impression in employment settings and recruitment examinations. These two measures may be related to shyness scores as follows: people who do not want to deviate from regular answer patterns will have high F scale scores; individuals who place importance on creating a favorable public impression will have high Attitude scale scores.

2.2. Shyness and Locus of Control

As another principal environmental factor of personality expressed in daily life, a fundamental principle of the theory of Locus of Control (Rotter, 1960) states that when a behavior is reinforced, the expectancy that this behavior will be similarly reinforced in the future is strengthened. Locus of Control was defined as “the degree to which the individual perceives that reward follows from, or is contingent upon, his own behavior or attributes versus the degree to which he feels the reward is controlled by forces outside of himself and may occur independently of his own actions” (Rotter, 1966, p.3). Those individuals with a tendency for an internal locus of control tend to seek the cause within their inner aspects of the self, such as effort and ability. Those individuals with a tendency for an external locus of control tend to seek causes outside of themselves, such as luck and task difficulties. Individuals with a strong internal locus of control believe events in their life derive primarily from their own actions. For example, when receiving exam results, people with an internal locus of control tend to praise or blame themselves and their abilities. People with a strong external locus of control tend to praise or blame external factors, such as the teacher or the exam (Carlson, Harold, Heth, Donahoe, & Martin, 2007). Thus, if you feel shyness and physical or behavioral change occurs in a certain event, it is expected that the way of feeling shyness may be different depending on the difference of Locus of Control. The Japanese version Locus of Control scale (J-LoC) includes five factors: lack of effort, Momentary, Self-Control, Luck/Opportunity, and Social helplessness (Kamahara, Higuchi, & Shimizu, 1982). As measured by the J-LoC, we predicted that an internal control orientation would be associated with high shyness scores and an external control orientation with low shyness scores.

2.3. Shyness and BIS/BAS

This survey uses the BIS/BAS scale as inventory to measure the relevance of shyness and personality’s temperament aspect. Gray’s personality approach (Gray, 1981) is based on the behavioral principle of conditioning, reward and punishment, and their long-term effect on the brain. This approach emphasizes the developmental effect of conditioning and focused mainly on anxiety. According to Gray, human behavior is controlled by competition between two large motivational systems: Behavioral Inhibition System (BIS) and Behavioral Activation System (BAS). The BAS motivates behaviors toward obtaining a reward by making the individual aware of the reward and giving the “go-ahead” signal that triggers behavior (Gray, 1982). On the other hand, the BIS is an anxiety-based system that inhabits behaviors associated with potential punishment or lack of reward. BIS activity is psychologically expressed in terms of neurotic anxiety and depressions (Gray, 1987). Thus, BIS/BAS personality approach offers a more fine-gained

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