Differences in attention allocation style between Iranian, East Asian and European undergraduates: A preliminary Study

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Abstract
The aim of this study was to investigate the influences of cultural differences on perceiving object and context. In two experiments, we used visual change detection task and visual categorization task to investigate the cultural differences in attention allocation style. Three groups of Iranian (n = 20), European (n = 17) and East Asian (n = 16) undergraduate students participated in this study and their attention allocation style was measured. Findings showed that in attention to the shape, there is significant difference between Iranians and Europeans. The data also showed that there are significant differences between Iranians and Europeans and also between Europeans and East Asians in attention to context. Iranian and East Asian participants allocate their attention more broadly than Europeans and do better in attention to context. Based on our findings it can be concluded that Iranian’s perceptual style is more like to holistic cultures.

Keywords: culture, objet perception, context perception, individualism, collectivism