

Wilhelm Wundt (1832-1920)

-Gathered his own ethnographic data which was published as *Volkerpsychologie* in ten volumes over two decades.

-Focused on describing the thought, belief and action of mankind.

-Divided all human culture into four stages or ages of

Primitive Age - Live in Cave, dress in grass or bark, use bow and arrow, questioned maternal descent or group marriage, social life as 'horde' which aggregates and separates, language through gestures, thinking without grammatical categories, belief in magic, art on walls as memory of events or magic, art as dancing too.

Totemic Age - Widespread use of 'totems' or symbolic animals to denote clans or tribes, have ancestry and the totem animal is sacred-not eaten or only at special times, have *chieftainship* and tribal war, tribal lands and agriculture, breeding of domesticated animals, wooden missiles and javelins, the origin of exogamy- must marry across clans-maybe limited, marriage contracted through warfare or dowry, have alliances and friendships, have taboos or laws of prohibition-eating or marriage, art ranging from tattooing to ceramics-more practical and lasting, poetry & song.

Age of Heroes and Gods - From Homeric Achilles to Siegfried 'powerful individuality' or 'personality', more diverse with each nation having its own heros, 'state' replaces the totemic clan with individual *rulership*, often have *folk migrations* where gods are fused and transformed, use of plough for agriculture and breeding animals, wagon preceded, individualised labour, turn towards monotheism and single deities or idols, private property-trade and colonisation, development of political society and the creation of a military organisation, differentiation of classes, rise of a consciousness of freedom, rise of vocations, origin of legal systems.

Development to Humanity - not yet achieved, hanging on to some aspects of the earlier stages, humanity speaks more to *relative* values but moves towards the unification of all mankind, towards a world-culture and world-religion,

These ages do not denote abilities or mental endowments, rather activities are focused on different objects of the material world and the products of the worlds of community and individual consciousness: art, poetry, myths, customs, languages.

Berry et al., (1992) Cultural psychology is characterised by descriptive studies where:

- 1) The cultural system is seen as level of analysis, the meaning of behaviour depends upon the *rules and customs of a cultural tradition*.
- 2) There is an emphasis on the mutual *process* of individual and social; dialectics.
- 3) There is no room for comparative studies since *meaning* of behaviour *depends on cultural context*.

Inferences are made from data that are unfounded.

translations biases occur where meaning incommensurate.