Center for Human Culture and Behavior

**Center Director**
David Matsumoto, PhD
Department of Psychology (SFSU)

**Associate Center Director**
Ezequiel Morsella, PhD
Departments of Psychology (SFSU) and Neurology (UCSF)
Participating institutions and center faculty

Dr. Allison Abbe, Army Research Institute (Psychology)
Dr. Marian Bartlett, UC San Diego (Computer Science)
Dr. Avi Ben-Zeev, SFSU (Psychology)
Dr. Mark Frank, University at Buffalo, SUNY (Communication)
Dr. Mark Geisler, SFSU (Psychology)
Dr. Venu Govindaraju, University at Buffalo, SUNY (Computer Science and Engineering)
Dr. Michael Hogg, Claremont Graduate University (Psychology)
Dr. Ryan Howell, SFSU (Psychology)
Dr. Dacher Keltner, UC Berkeley (Psychology)
Dr. Chuck Tate, SFSU (Psychology)

Dr. Fathali Moghaddam, Georgetown University (Psychology)
Dr. Ezequiel Morsella, SFSU (Psychology)
Dr. Javier Movellan, UC San Diego (Computer Science)
Dr. Maureen O’Sullivan, University of San Francisco (Psychology)
Dr. Linda Pierce, Army Research Institute (Psychology)
Dr. Kathleen Robinette, Air Force Research Laboratory (Anthropology)
Dr. Janet Sutton, Air Force Research Laboratory (Psychology)
Dr. Susumu Yamaguchi, University of Tokyo (Psychology)
Dr. Seung Hee Yoo, SFSU (Psychology)
Publications from 8 SFSU center members, 2009-2010 (43 publications)


40. Tate, C. (in press). The problem of number of revisited: The relative contribution of socio-cultural, experiential and evolutionary factors to the desired number of sexual partners. *Sex Roles.*


Publications ‘under review,’
2009-2010 (19 publications)

19. Tate, C. Attitudinal determinants of voting behavior in the 2008 U.S. presidential election: The (surprising) role of sexism toward men.
15. Ben-Zeev, A., & Kirtman, N. Stereotype threat beyond the laboratory: Do single-sex colleges signal a safety in the air?
Papers presented at conferences, 2009-2010


Center for Human Culture and Behavior

The Center for Human Culture and Behavior brings together some of the world's leading researchers to form a collaborative nexus of scientists dedicated to the study of human culture and behavior. The researchers will form a coalition of scientists from government and academia who will be networked in a virtual work environment, all with the hope of illuminating the scientific basis of human culture and behavior.

Center Director: Dr. David Matsumoto

Dr. David Matsumoto, is a renowned expert in the field of microexpressions, gesture, nonverbal behavior, culture and emotion. Matsumoto is also a Professor of Psychology at San Francisco State University. He is the Founder and Director of SFSU's Culture and Emotion Research Laboratory. The laboratory focuses on studies involving culture, emotion, social interaction and communication.

In 2009, Matsumoto was one of the select few to receive the prestigious Minerva Grant; a $1.9 million grant from the US Department of Defense to examine the role of emotions in ideologically-based groups.

Matsumoto is also the owner and head instructor of the East Bay Judo Institute in El Cerrito, California. He holds a 7th degree black belt and well as class A Coaching and Referee Licenses.
## Proposed CHCB Participating Institutions and Center Faculty

**Center Director:** Dr. David Matsumoto

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Grant-seeking activities and developments, 2009-2010

Grant proposals were submitted to the National Science Foundation, NIDA, Department of Justice, National Institutes of Health, and the US-Israel Binational Science Foundation.

Center member is now on the board of the scientific advisory board of the most important neurology institute in South America.
Truth is Written on Your Face

Reported June 2009

SAN FRANCISCO (Ivanhoe Newswire) -- You can't hide from the truth ... or can you? Is it possible to cover up your emotions, or will your body get the best of you? The truth is written all over your face.

From happy to sad, to every emotion in between -- your face reveals more than you may want anyone know. From TV shows to reality, experts are focusing on what our bodies subconsciously say.

"We've got this whole language of non-verbal language that's going on even when we're talking," David Matsumoto, Ph.D., a psychologist at San Francisco State University in San Francisco, Calif., told Ivanhoe.

Dr. Matsumoto has made a career out of focusing on what people don't say.

"The face conveys so much information," Dr. Matsumoto said.

He works with police and experts around the world to find the truth by reading faces.

"When people are telling a lie, and it's high stakes and they don't want to get caught, there's often inconsistencies between the verballing and the non-verbals," Dr. Matsumoto said.

One TV interview with Alex Rodriguez provides an illustration.

"For the record, have you ever used a performance-enhancing substance?" the interviewer asks.

"No," Rodriguez replies, but his lip is curled on the left.

"He's saying no, but signaling yes, and he's showing you he's..."
Members in the news

Science News

Consciousness Is The Brain's Wi-Fi, Resolving Competing Requests, Study Suggests

*ScienceDaily* (Oct. 2, 2009) — Your fingers start to burn after picking up a hot plate. Should you drop the plate or save your meal? New research suggests that it is your consciousness that resolves these dilemmas by serving as the brain's Wi-Fi network, mediating competing requests from different parts of the body. Published recently in the journal *Emotion*, the study also explains why we are consciously aware of some conflicting urges but not others.

"If the brain is like a set of computers that control different tasks, consciousness is the Wi-Fi network that allows different parts of the brain to talk to each other and decide which action wins' and is carried out," said San Francisco State University Assistant Professor of Psychology Ezequiel Morsella, lead author of the study. The study finds that we are only aware of competing actions that involve skeletal muscles that voluntarily move parts of the body, the bicep for example, rather than the muscles in the digestive tract or the iris of the eye.

In lab experiments, participants were trained to identify and report changes in their awareness, or the feeling of being about to make a mistake, while in a state of readiness to perform simple exercises.

See also:

Mind & Brain
- Spirituality
- Psychology
- Neuroscience
- Brain Injury
- Intelligence
- Social Psychology

Reference
- Self-awareness
- Mirror test
- Functional neuroimaging
- Thought

This is an fMRI image of the brain, viewed from above. New research shows that the changes in awareness we feel when preparing to do two incompatible actions are uniquely associated with increased activity in areas of the brain used for working memory, including the pre and post central sulcus. These areas are responsible for consciousness and selecting the right action at the right time. This finding supports San Francisco State University Professor Ezequiel Morsella's new theory that it is consciousness that resolves the dilemma of conflicting urges.
La coscienza funziona da rete "wi-fi" per il cervello

Aiuta a risolvere i dilemmi istantanei

ROMA
Quando afferriamo un piatto calo, le dita bruciano. Ma è meglio fare cadere il piatto o sopportare il dolore?
Una nuova ricerca suggerisce che è la nostra coscienza a risolvere in un batter d’occhio questi dilemmi: funziona da rete “wi-fi” per il cervello, mediando cioè le richieste concorrenti che provengono da diverse parti del corpo. L’ipotesi è avanzata in uno studio della San Francisco State University pubblicato sulla rivista “Emotion”.

Se il cervello è come un insieme di computer che controlla diverse attività - spiega Ezequiel Morsella, l’autore principale della ricerca - la coscienza si comporta come una rete senza fili che consente alle diverse parti della materia grigia di comunicare e di decidere quali azioni hanno la priorità e quali possono aspettare». Questo, naturalmente, vale solo per le azioni che avvengono con il coinvolgimento di muscoli volontari e non di quelli involontari, come il tratto digestivo o l’iride oculare.

I risultati delle analisi condotte dagli scienziati hanno dimostrato che quando un individuo si deve preparare
The End: Thank You