Ethnocentrism is the tendency to view groups or cultures from the perspective of one's own.

**The social area can be seen as less ethnocentric than the cognitive area** because the social area sometimes studies more culturally varied samples of participants to draw conclusions from, compared to the cognitive area which often studies participants from the same / similar culture. For example, participants in Levine et al.’s study were individuals in large cities in 23 countries. This means they were able to draw conclusions about helping behaviour cross culturally rather than just studying a sample from one culture as previous research has done. However in Loftus and Palmer’s study from the cognitive area they only studied a sample of 45 Students from an American university to draw conclusions about the influence of leading questions on memory therefore the social area may draw less culturally biased conclusions from their research.

The social area is more likely to be ethnocentric as it is focusing on the situational factors causing behaviour, which includes the influence of culture. The cognitive area is focusing on universal thought processes, such as attention and memory, so is less likely to be ethnocentric in its approach, samples or application of the results. Milgram’s research as part of the social area utilises 40 men from the New Haven area and showed that obedience is more prevalent than previously expected. The results lack generalisability due to the lack of population validity and the study is ethnocentric in how it considers the effect of the social situation, such as Yale v downtown office block, in how people respond to authority. Conversely, Loftus and Palmer’s study on the influence of post-event information on memory recall accuracy did have an ethnocentric sample (all USA), but as the focus was on universal thought processes, memory, its results are not ethnocentric and have been demonstrated in similar studies all over the world. Additionally the results have been applied well to a range of countries, including the UK in the Devlin report and the use of the Cognitive Interview and the PEACE interview technique.