

Why we perceive death differently

May 27, 2011

Times of India:

European-Americans get worried and try to protect their sense of self, while Asian Americans are more likely to reach out to others.

Much of the research on what psychologists call “mortality salience” – thinking about death – has been done on people of European descent, and has found that it makes people act in dramatic ways.

“Men become more wary of sexy women and they like wholesome women more. People like to stereotype more. You see all these strange and bizarre occurrences when people think about the fact that they aren’t going to live forever,” said Christine Ma-Kellams of the University of California Santa Barbara, who carried out the research with Jim Blascovich.

Read more: [*Times of India*](#)