

ABSTRACT

The ability to regulate emotions is assumed to be universal; however, individuals have been shown to have cultural differences with regard to their preferences in choosing an emotion regulation strategy which, in themselves, have been found to have significant impact on psychological well-being (Kitayama, Markus, Matsumoto, & Norasakkunkit, 1997; Matsumoto, 2006; Yamaguchi, 1994). To thoroughly examine this perspective among individuals in Thailand, this research was divided into three studies. Study I involved the translation and validation of western-based instruments in an attempt to measure Thai cultural values. Study II delved into the examination of the direct and indirect influences of Thai cultural values on emotional regulation strategies with a view to promoting well-being. A major outcome of Study III was the development and implementation of an intervention aimed to improve well-being through the proper use of emotional regulation strategies. Overall, the results of the three studies suggested that individuals in Thailand hold specific cultural domains that are unique from others. It was also found that such cultural domains have direct and indirect impact on emotional regulation strategies and well-being. Moreover, the current research offered an example and initial evidence of an intervention that can potentially improve well-being through emotion regulation. Implications, limitations, and suggestions for future studies are also discussed.