

## **Love Across Borders: Unveiling Cultural Dynamics of Love Over 100 Countries Worldwide**

Embark on a captivating journey with us as we delve into the mysteries of love across different corners of the world. Brace yourself for intriguing stories that will unveil fresh perspectives on what we cherish and desire. Explore why love can be diverse yet universally understood. We aspire to guide our readers in uncovering the secrets of love around the world.

This grant proposal addresses the underexplored realm of cross-cultural variations in love feelings and experiences. Building upon the research contributions of the authors (e.g. Sorokowski et al., 2023; de Munck et al., 2011), our project focuses on unraveling the cultural and environmental factors that significantly contribute to shaping love patterns. The exploration encompasses three perspectives:

(1) Historical Analysis: Utilizing data from eHRAF World Cultures, we conduct a historical analysis to examine the presence and correlates of love across 360 distinct cultures. The extensive ethnographic expertise of the co-PI (VdM) ensures valuable insights into historical cultural nuances.

(2) Contemporary Experiences: Aiming to investigate modern experiences of love, we conduct one of the largest cross-cultural studies to date, involving 20,000 individuals from 100 countries. The co-PI (PS), known for expertise in large-scale studies, leads this effort to gain insights into the determinants of love experience in the contemporary world.

(3) In-Depth Exploration: Deepening our understanding, we examine love experiences in environments approximating conditions of societal evolution (Tsimane' from the Amazon and Asmat from Papua, isolated communities (Cook Islands) and the diverse cultural society of Sri Lanka. Co-PIs, experienced in these locations, lead this project segment.

Our comprehensive research explores cultural, environmental, linguistic, and intergenerational factors influencing love experiences. Key considerations encompass the impact of modernization, gender equality, individualism-collectivism, historical influences, language semantics, and societal changes. The study aligns seamlessly with the DIANA competition's objective of promoting Polish-Lithuanian research collaboration. Our diverse team, addressing a singular research problem, brings together researchers from two countries, each contributing unique perspectives, backgrounds, and research skills.