What is culture?

- It is “the collective programming of the mind which distinguishes the members of one group from another” (Hofstede, *Culture’s Consequences*, 1980, p. 21)
**What is culture? cont’d**

- The “shared elements that provide the standards for perceiving, believing, evaluating, communicating, and acting among those who share a language, a historic period, and a geographic location” (Triandis, *American Psychologist*, 1996).

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**Some dimensions of culture**

- Individualism/collectivism
- Uncertainty avoidance
- Power distance
- Long vs. short term time orientation
- Cultural tightness & complexity
- Openness-to-change vs. Conservatism
- Self-enhancement vs. Self-transcendence
Some dimensions of culture cont’d

- Achievement vs. ascription
- Neutral vs. emotional expression of feelings
- Diffuse vs. specific involvement in affairs of others
- Vertical vs. horizontal relationships

Elements of social measurement in cross-cultural research

1. Reliability
2. Validity
3. Equivalence
**Types of equivalence**

1. Calibration  
2. Complete  
3. Conceptual  
4. Construct  
5. Construct operationalization  
6. Content  
7. Contextual  
8. Credible  
9. Criterion  
10. Cross-cultural  
11. Cross-national  
12. Cultural  
13. Definitional  
14. Direct  
15. Exact  
16. Experiential  
17. Factor  
18. Factorial  
19. Formal  
20. Full  
21. Functional  
22. Grammatical-syntactical  
23. Indicator  
24. Idiomatic  
25. Instrument  
26. Item  
27. Language  
28. Lexical  
29. Linguistic  
30. Literal  
31. Meaning  
32. Measurement  
33. Measurement unit  
34. Metaphorical  
35. Metric  
36. Motivational  
37. Normative  
38. Operational  
39. Pseudo  
40. Psychological  
41. Psychometric  
42. Relational  
43. Relative  
44. Response  
45. Scalar equivalence  
46. Scale  
47. Semantic  
48. Situational  
49. Stimulus  
50. Structural  
51. Substantive  
52. Syntactic  
53. Technical  
54. Text  
55. Theoretical  
56. Translation  
57. True-score  
58. Verbal  
59. Vignette  
60. Vocabulary

*Two general forms of equivalence*

- **Procedural Equivalence**
  Emphasis on equivalent methods

- **Interpretive Equivalence**
  Emphasis on equivalent meaning
**Cognitive survey response model**

- Question interpretation
- Memory retrieval
- Judgment formation
- Response editing

**Question interpretation/comprehension**

- Emic (culture specific)
- Etic (pancultural)
**Category fallacy**

- Assuming a question or concept is universally understood when in fact understanding is culturally conditioned

“**In this question, what does the word ‘stress’ mean to you?**”

![Bar chart](chart.png)
Probability of Comprehension Difficulty by Race/Ethnicity

* p<.05; ** p<.01; *** p<.001 significantly different from White

Comprehension Difficulty by Abstraction Level and Race/Ethnicity

- Least Abstract
- Somewhat Abstract
- Most Abstract
Comprehension Difficulty by Question Length and Race/Ethnicity

Comprehension Difficulty by Response Format and Ethnicity
**Memory retrieval**

- Episodic vs. semantic search strategies
- Memory cues

**Judgment formation**

- Accessibility
- Anchoring
- Response formatting
- Response styles
Measurement artifacts in survey research

- Extreme Response Styles
- Acquiescent Response Style
- May be misinterpreted as substantive differences across groups

Extreme response style

- The tendency to select endpoints of a response scale
**Acquiescent response style**

- The tendency to agree with survey questions, regardless of question format (also known as “yea-saying.”)

1. Strongly disagree
2. Somewhat disagree
3. Neither disagree nor agree
4. Somewhat agree
5. Strongly agree
Response editing

- Self presentation
- Social desirability
- Interviewer effects

% uncomfortable discussing alcohol use with interviewers from same/different cultural groups
Available methods for addressing cross-cultural equivalence

A. Question Development Phase
B. Questionnaire Pretesting Phase
C. Data Collection Phase
D. Data Analysis Phase

Question development stage

1. Expert consultation/collaboration
2. Ethnographic & other qualitative approaches
3. “Good” question-wording practices
4. “Good” translation practices
5. Facet analysis
**Questionnaire pretesting phase**

1. Cognitive interviews/structured probes
2. Comparative response scale calibration
3. Comparative behavior coding
4. Compare alternative data collection modes

**Data collection phase**

1. Use multiple indicators
2. Use both emic & etic questions
3. Respondent/interviewer matching
**Data analysis phase**

1. Item analysis
2. Item response theory
3. Confirmatory factor analysis
4. Multidimensional scaling
5. Applying statistical controls
6. Identity-equivalence method
7. Vignette analyses
Thank You.

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