

PL4210 Cross-cultural Theory and Methods In Psychology

July 1999

Dr. Colleen Ward
AS 6 #04-12

Course Content

This module concentrates on the study of human behavior and experience as it occurs in different cultures and/or is influenced by cultural factors. Special attention is devoted to cross-cultural research methodology. The generality or universality of psychological laws and theories is challenged, and the distinction between emic and etic constructs and measurements is introduced and applied to psychological enquiry. The course will cover a wide range of psychological topics including indigenous psychologies.

The course is divided into three major parts.

I Introduction and Overview: Theoretical and Methodological Issues in Cross-cultural Psychology

This component considers the what, why and how of cross-cultural psychology. Cross-cultural psychology is distinguished from cultural psychology and from psychological anthropology. The meaning and measurement of culture are discussed as well as the relevance of psychology and cross-cultural theory and research in non-Western countries. The development of indigenous psychologies is given particular attention. In addition, cross-cultural research methods are highlighted with emphasis on conceptual, linguistic, stimuli, functional and metric equivalence, and the role of replication in cross-cultural studies is evaluated.

II Selected Topics in Cross-cultural Research

This component looks at various psychological processes and phenomena across cultures. Examples have included attribution; individualism and collectivism; expression, recognition and phenomenology of emotion; perception and optical illusions; gender roles; psychopathology; altered states of consciousness and mental health; intelligence; moral reasoning; modernization; etc. Students are encouraged to suggest topics of interest.

III Applications in Cross-cultural Research

This component looks at applied aspects of cross-cultural research. Topics may include the diagnosis and treatment of mental disorders across cultures; the development of educational programs, cross-cultural communication; cross-cultural management; training programs for cross-cultural transitions, etc.

Course Format and Assessment

PL4210 meets twice a week and is conducted in informal seminar fashion. The course is primarily dependent upon student involvement and participation. In addition to seminars, films and various exercises form important components of the course.

Students will undertake two pieces of continual assessment, each worth 15%. The first is a critical literature review of a selected area of cross-cultural research. The second is an applied piece of work involving either research or program design.

General References and Useful Journals

Books:

- Berry, J.W., Poortinga, Y.H., Pandey, J., Dasen, P., Saraswathi, T.S., Segall, M., & Kagitcibasi, C. (1996). *Handbook of cross-cultural psychology* Vol. 1-3 (2nd ed.). Boston: Allyn & Bacon.
- Berry, J.W., Poortinga, Y.H., Segall, M., Dasen, P.R. (1992). *Cross-cultural psychology*. Cambridge University Press.
- Bond, M.H. (Ed.) (1988). *The cross-cultural challenge to social psychology*. Newbury Pk, CA: Sage.
- Bond, M. H. (Ed.) (1986). *The psychology of the Chinese people*. Hong Kong: Oxford University Press.
- Bond, M.H. (1996). *The handbook of Chinese Psychology*. Hong Kong: Oxford University Press.
- Brislin, R. (Ed.) (1990). *Applied cross-cultural psychology*. Newbury Pk, CA: Sage.
- Lonner, W., & Berry, J.W. (Eds.), (1986). *Field methods in cross-cultural research*. Newbury Park, CA: Sage.
- Moghaddam, F., Taylor, D., & Wright, S. (1993). *Social psychology in cross-cultural perspective*. New York: W.H. Freeman.
- Smith, P.B., Bond, M.H. (1993). *Social psychology across cultures*. New York: Harvester Wheatsheaf.
- Triandis, H.C. (1994). *Culture and social behavior*. New York: McGraw Hill.
- Triandis, H.C., et al. (Eds.), (1980). *Handbook of cross-cultural psychology* (Vols. 1-6). Boston: Allyn & Bacon.

Journals:

Cross-cultural Research
Culture and Psychology
Journal of Cross-cultural Psychology
Journal of Social Psychology
International Journal of Behavioral Development
International Journal of Intercultural Relations
International Journal of Psychology

PART I SEMINARS

Introduction (Seminar 1)

Introduction to Cross-cultural Psychology

- Berry, J.W. (July, 1994). *On the unity of the field: Variations and communalities in understanding human behavior in a cultural context*. Paper presented at the XXIII International Congress of Applied Psychology. Madrid, Spain.
- Berry, J.W., Poortinga, Y., Segall, M., & Dasen, P. (1992). *Cross-cultural psychology*. Cambridge University Press. (Chapter 1- Introduction to cross-cultural psychology)
- Tedeschi, J. (1988). How does one describe a platypus? An outsider's view for cross-cultural psychology. In M.H. Bond (Ed.), *The cross-cultural challenge to social psychology*(pp. 14-28). Newbury Park, CA: Sage.

Psychology within and without (Seminar 2)

What is the Relevance of Psychology across cultures?

- Berry, J.W., Poortinga, Y., Segall, M., & Dasen, P. (1992). *Cross-cultural psychology*. Cambridge University Press. (Chapter 16- Psychology and the developing world)
- Misra, & Gergen, K. (1993). On the place of culture in the psychological sciences. *International Journal of Psychology*, 28, 225-43.
- Moghaddam, F. (1990). Modulative and generative orientations in psychology: Implications for Psychology in the Three Worlds. *Journal of Social Issues*, 46, 21-41.

Indigenous Psychologies

- Ho, D.F.Y. (1990). Asian psychology: An East-West dialogue on indigenization and beyond. In V. Enriquez (Ed.), *Indigenous psychology* (pp. 137-72). Quezon City: Philippine Psychology Research and Training House.
- Sinha, D. (1996). Indigenizing psychology. In J.W. Berry, Y.H. Poortinga & J. Pandey (Eds.), *Handbook of cross-cultural psychology* (2nd ed., pp. 129-169). Boston: Allyn & Bacon.
- Yang, K.S. (1997). Toward an indigenous Chinese psychology: A selected review of methodological, theoretical and empirical accomplishments. Paper presented at the Second Conference of the Asian Association of Social Psychology.

Cross-cultural Comparisons and Methodological Issues (3-8)

Introduction to Methodological Issues

- Berry, J.W., Poortinga, Y., Segall, M., & Dasen, P. (1992). Cross-cultural psychology. Cambridge University Press. (Chapter 9- Methodological concerns)
- Triandis, H.C. (1994). Culture and social behavior. New York: McGraw Hill. (Chapter 3 How to study cultures).
- Van de Vijver, F., & Leung, K. (1997). Methods and data analysis of comparative research. In J.W. Berry, Y.H. Poortinga, & J. Pandey (Eds.), *Handbook of cross-cultural psychology* (pp. 257-300). Boston: Allyn & Bacon.

Designing and Interpreting Cross-cultural Research

- Malpass, R.S. (1988). Why not cross-cultural psychology? A characterization of some mainstream views. In Bond, M.H. (Ed.) (1988). *The cross-cultural challenge to social psychology*. (pp. 29-35). Newbury Pk, CA: Sage.
- Mann, L. (1980). The logic of cross-cultural enquiry into small groups. In H.C. Triandis & R. Brislin (Eds.), *Handbook of Cross-cultural Psychology* (Vol. 5, pp. 197-200). Boston: Allyn & Bacon.
- Messick, D. (1988). On the limitations of cross-cultural research in social psychology. In Bond, M.H. (Ed.) (1988). *The cross-cultural challenge to social psychology* (pp. 41-47). Newbury Pk, CA: Sage.
- Triandis, H.C. (1989). Strategy for cross-cultural research in social psychology. In J.P. Forgas & J. M. Innes (Eds.), *Recent advances in social psychology: An international perspective* (pp. 491-9). Elsevier Science.

Methodological Issues: Where do we start?

- Bond, M.H. (in press). Doing social psychology cross-culturally: Into another heart of darkness. In G. Brannigan & M. Merrens (Eds.), *The social psychologists*. New York: McGraw Hill.
- Chinese Culture Connection. (1987). Returning to the Middle Kingdom: Chinese values and the search for psychological universals. *Journal of Cross-cultural Psychology*, 18, 143-164.

Case Studies of Equivalence:

Conceptual Equivalence

- Ward, C., & Sethi, R. (1986). Cultural validation of the Bem Sex Role Inventory. *Journal of Cross-cultural Psychology*, 17, 300-314.

Stimuli Equivalence

Ekman, P., & Friesen, W.V. (1971). Constants across cultures in the face and emotion. *Journal of Personality and Social Psychology*, 17, 124- 129.

Functional Equivalence

McGinley, H., Blau, G.L., & Takai, M. (1984). Attraction effects of smiling and body position: A cultural comparison. *Perceptual and Motor Skills*, 58, 915-922.

Linguistic Equivalence

Bond, M.H. & Yang, K.S. (1982). Ethnic affirmation vs. cross-cultural accommodation: The variable impact of questionnaire language on Chinese bilinguals in Hong Kong. *Journal of Cross-cultural Psychology*, 13, 169-85.

Metric Equivalence

Ward, C. (1988). Attitudes toward Rape Victims Scale: Construction, validation and cross-cultural applicability. *Psychology of Women Quarterly*, 12, 127-146.

Indigenous Methods

Pe-Pua, R. (1990). Pagatanung-tanong: A method for cross-cultural research. In V. Enriquez (Ed.), *Indigenous psychology* (pp. 231-249). Quezon City: Philippine Psychology research and training House.

Fields and Boundaries (9-10)

Where's the Culture in Cross-cultural Psychology? Psychological and anthropological perspectives.

Rohner, R. Toward a conception of culture for cross-cultural psychology. *Journal of Cross-cultural Psychology*, 15, 111-38.

Segall, M. (1984). More than we need to know about culture, but are afraid to ask. *Journal of Cross-cultural Psychology*, 15, 152-162.

Smith, P., & Bond, M.H. (1994). *Social psychology across cultures*. Boston: Allyn & Bacon. (Chapter 3- Culture: The neglected concept).

Cultural Psychology and Cross-cultural Psychology

- Goodnow, J. (1990). The socialization of cognition: What's involved? In J. Stigler, R. Shweder & G. Herdt (Eds.), *Cultural psychology*. Cambridge University Press.
- Greenfield, P. (1997). Culture as process: empirical methods for cultural psychology. In J.W. Berry, Y.H. Poortinga & J. Pandey (Eds.), *Handbook of cross-cultural psychology* (pp. 301-346). Boston: Allyn & Bacon.
- Lonner, W.J. & Adamopoulos, J. (1997). Culture as antecedent to behavior. In J.W. Berry, Y.H. Poortinga & J. Pandey (Eds.), *Handbook of cross-cultural psychology* (pp. 43-84). Boston: Allyn & Bacon.
- Shweder, R. (1990). Cultural psychology- what is it? in J. Stigler, R. Shweder & G. Herdt (Eds.), *Cultural psychology* (pp. 1-46). Cambridge: Cambridge University Press.