

# METHODS OF RESEARCH IN CROSS-CULTURAL PSYCHOLOGY

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OVERVIEW OF  
INTERCULTURAL THEORIES

# ELIA ERENBURG:



- “ It was in China that I began to think about conventionalities, customs , rites and rules of behavior. Why should Europeans be so amazed at the modes of Asia? Europeans stretch their hands out to greet each other while a Chinese, a Japanese or an Indian person has to tolerate this necessity to touch the extremity of another person. If a foreigner should thrust out a bare foot for you to grasp for greeting you would hardly be pleased by the perspective...

# Overall approach



- Comparative cultural studies
- Comparative historical studies

One and the same cultural phenomenon is studied across cultures and epochs

UNIVERSAL HUMAN PICTURE OF THE WORLD  
(Stolin and Naminach)

See also Triandis, Levy-Strauss, Chomsky

Triandis H. Culture and Social Behavior.  
L.:MsGrow-Hill, Inc., 1994

# Methodological basis: correlation of national and human

- Informational basis:
- Human Relations Area Files
- G.Murdock 1937 (900 cultures in 100
- categories: language, food, technology
- labor, family, social relations,
- Psychological characteristics)
- Outline of World Cultures (OWC)
- Outline of Cultural Materials (OCM)



# Psychological methods of research into cultural diversity

Soldatova G. “Psychology of Ethnic Strain”(1998):

Personality tests (MMPI, CPI, Cattell)

Projective methods (tree-test, imaginary animal, cactus picture, forest walk)

Questionnaires

Interviewing

Sociometry

Scaling and other measurements



# National character research

1949-1960 150 researchers in 75 communities

Duker and Freida “National Character and National Stereotypes” (1960):

Inclusive and non-inclusive, free and standardized, systematic **observation**

Inquiry, questionnaires, tests, statistics,

Interviews and **projective methods**

**(Rorschach and Lusher);** draw a

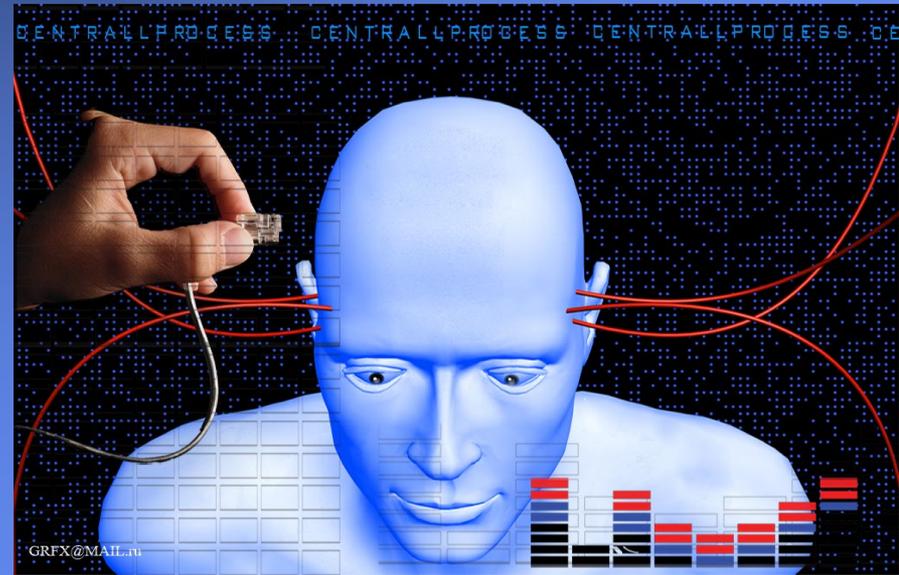
Man (Gudenaf), seeking for meaning in senseless sentences



# Problems in cross-cultural research



- Validity of methods
- Objective, trustworthy and unprejudiced researcher
- Translatability of verbal methods



# Project of 6 cultures (the Whittings/ Harvard university)



- Social behavior of children (3-11) in their natural environment
- 67 boys and 67 girls from Japan, India, the Philippines, Kenya, Mexico, USA
- 14 times, 5 minutes per day (registered place of action, adult participant, kind of interaction – cooperation, play, work, learning)

# CONCLUSIONS

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20 000 interactions

150 per each child

12 types of behavior:

*Cooperation, seeking help,  
offering help, reprimanding,  
offering support,  
attracting attention  
advising, attacking etc.*



# Scale of social distance (measuring individual attitudes towards a group)

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Bogardus E. 1925 (1959)

Swedes, Germans, Poles and Finns

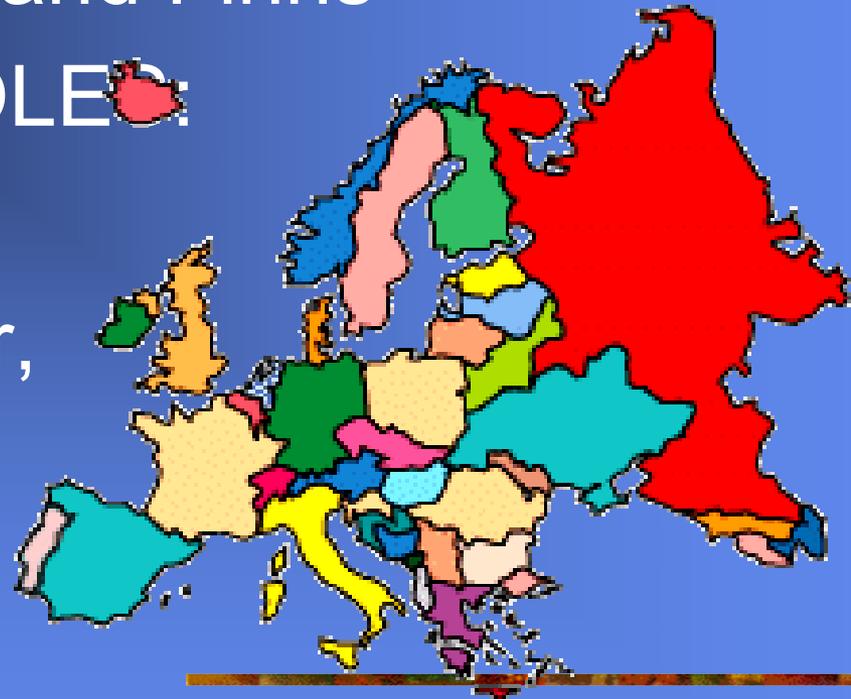
Categories of SOCIAL ROLES:

Matrimonial partner,

Club co-member, Neighbor,

Colleague, Compatriot,

Foreign tourist, Outcast



# Bogardus's Research

КАТЕГОРИЯ (Социальная роль)	Шведы	немцы	поляки	финны
Тесное родство через брак				
Член моего клуба, личная дружба				
Проживает на моей улице как сосед				
Работает по моей специальности				
Гражданин моей страны				
Иностраный турист в моей стране				
Не хотел бы видеть в моей стране				

# Dimensions in Cultural Diversity

Hall E.T. “Silent Language” 1959

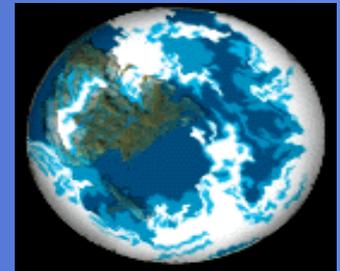
**Cultural dimension** – specific combination of values, attitudes and purposes, beliefs and models of behaviour that distinguish one culture from another

Hall E.T. “Beyond Culture” 1981

1980 Geert Hofstede “Culture’s

Consequences” – compared values, behaviors, institutions and organizations across cultures

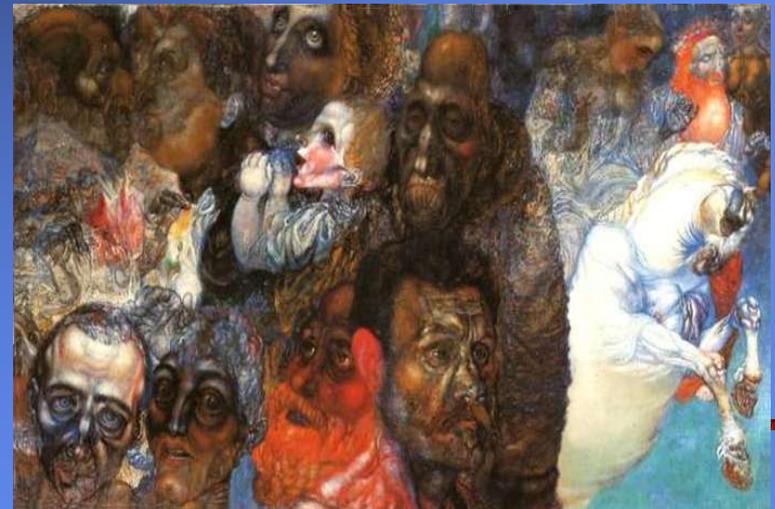
**CULTURE** = dealing with values and mental programming (culture software)



# Dimensions in Cultural Diversity

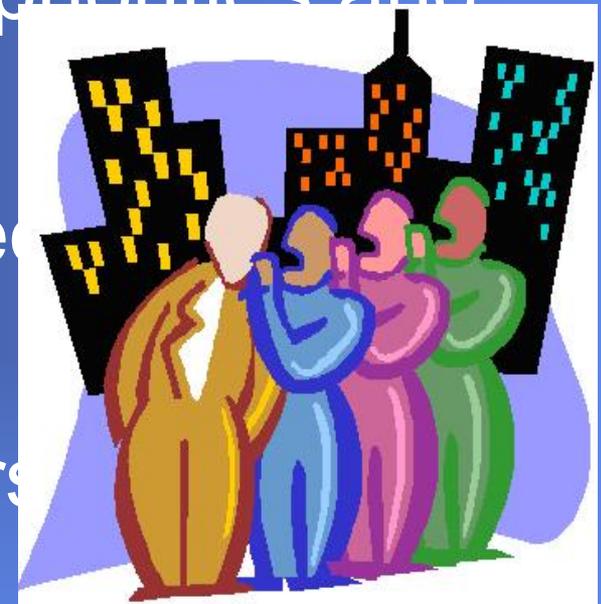
Study of 117 000 employees of the multinational IBM in 66 countries resulted in 4 dimensions:

- Individualism – collectivism
- Masculinity-femininity
- Power distance and
- Uncertainty avoidance



# Individualism - collectivism

- A concern for yourself as an individual as
- opposed to a concern for the priorities and
- rules of the group.
- Loosely structured society, people
- are defined by their careers,
- accomplishments, houses, cars
- First name is more important.
- Direct style of communication.



■ Relationships are preserved only

# Consequences



**Individualism** -

**collectivism**

Management -  
mobility

employee  
commitment

USA	Japan	France	Germany
91	46	71	67

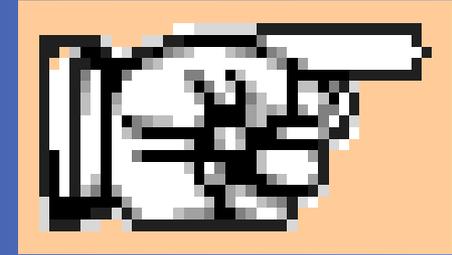
# Masculinity - femininity



- Assertive values. Competition, ambition and material success. Maximum distinction in gender roles. Managers are expected to be decisive and assertive
- Nurturing values. Quality of life, solidarity, interpersonal relationships, concern for the weak. Overlapping roles for sexes. Managers use intuition and strive for consensus.



# Consequences



- Masculinity - femininity
- Mass production - personal service
- Bulk efficiency - custom-made

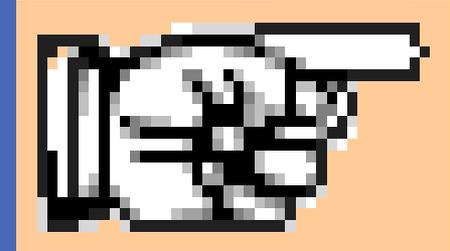
USA	Japan	France	Germany
62	95	43	65

# Uncertainty avoidance

- The lack of tolerance for ambiguity and the need for formal rules and institutions
- High level of anxiety, avoidance of change, worries about the future
- Low level of stress, acceptability of confrontation, inclination to risk



# Consequences

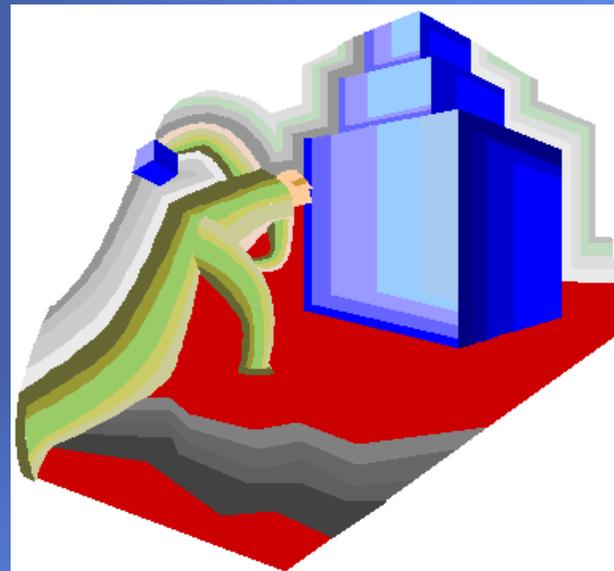


- Uncertainty avoidance
- High - Low
- Precision - Basic Innovations

USA	Japan	France	Germany
46	92	86	66

# Power distance

- The extent to which inequality in power is seen as an irreducible fact of life
- Power as the main value, authoritarianism, servility, rigid rule and conformity
- Egalitarianism, respect to each and everyone, power gained by knowledge and ability, absence of privileges and benefits for those in power



# Consequences



- Power distance
- High - Low
- Strict discipline , - acceptance of responsibility
- hierarchy

USA	Japan	France	Germany
40	54	68	35

# Context (Hall 1976, Andersen 1994)

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High

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Low

Meaning is in the  
context, shared

explicit message

Info is internalized,  
no need to be specific

nothing assumed

elaborate, detailed

Roundabout talk

verbal messages

much explanation

Implicit message

redundant commentary

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# Achieved vs ascribed status

- **Achieved** status – In “doing” cultures people are respected because of their personal and professional accomplishments, status is earned.
- **Ascribed** status – in “being” cultures status is built into the person, it is automatic and difficult to lose. You are respected because of the family and social class you are born into, of your affiliations etc.



# Confucian dynamism (Hofstede and Bond 1984)

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Long-term

short-term

## orientation to life

Persistence

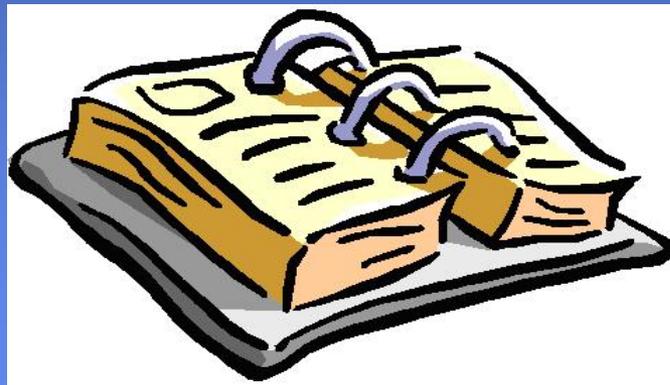
respect for

Relationships

tradition and

ordered by status

reciprocity



# Other dimensions

Monochronic vs polychronic cultures (E.T.Hall 1959)

Universalism vs Particularism

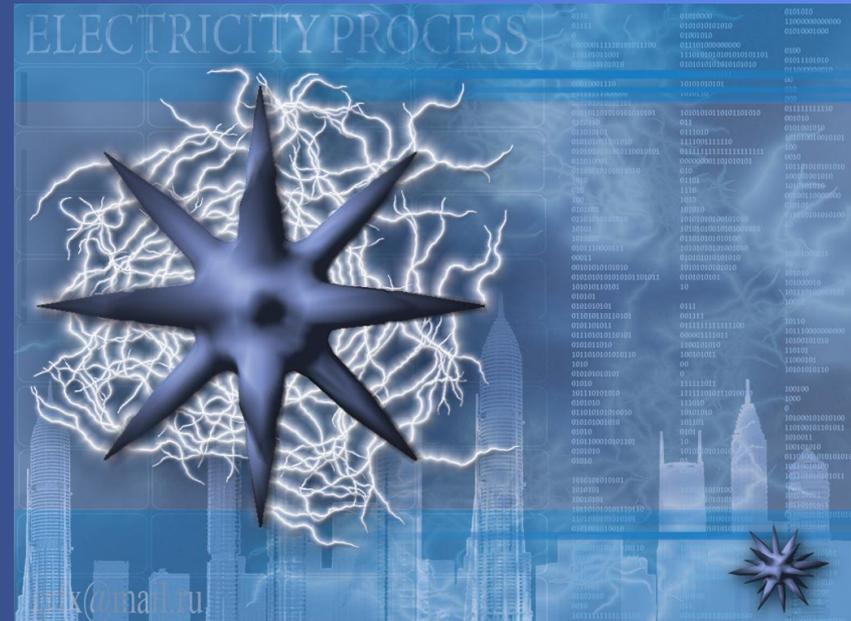
Analysing vs Integrating

Inner-directed vs Outer-directed (Fons

Trompenaars & Hampden-Turner, 1994)

Immediate vs expressive (Andersen 1994)

Dionysian vs Apollonian



To be continued

