Chapter 2
Cross-Cultural Research Methods

1. ____ studies use rich, complex, in-depth descriptions of culture, and cultural differences to predict and test for differences in a psychological variable.
   a) Level-oriented studies
   b) Indigenous cultural studies
   c) Multi-level studies
   d) Linkage studies

ANS: b  REF: Types of Cross-Cultural Research

NOT: www

2. If a scale was validated in one culture, there is reason to assume that it is equally valid in any other culture.
   a) True
   b) False

ANS: b  REF: Types of Cross-Cultural Research

3. Socially desirable responding is the tendency to give answers that make oneself look good. People of certain cultures have greater concerns than people of other culture that lead them to respond in socially desirable ways.
   a) True
   b) False

ANS: a  REF: Bias and Equivalence

NOT: www

4. To be sure one of the most important lessons to learn about cross-cultural research methods is that linguistic equivalence alone does not guarantee ____.
   a) measurement equivalence
   b) reliability
   c) validity
   d) a lack of measurement error

ANS: a  REF: Types of Cross-Cultural Research

5. ____ are studies that compare cultures on some psychological variable of interest. They serve as the backbone of cross-cultural research, and are the most prevalent type of cross-cultural study.
   a) International research studies
   b) Cross-cultural comparisons
   c) Unpackaging studies
   d) Linkage studies

ANS: b  REF: Types of Cross-Cultural Research
6. Which of the following describes back translation correctly?
   a) It involves taking a retranslation of a psychological text into the original language.
   b) It involves taking the protocol in one language, translating it into another language, and having someone else translate it back to the original.
   c) It is a procedure that translates all language into English.
   d) It is a process used by researchers to adjust their hypotheses to match the results of their studies.
   *ANS: b* *REF: Bias and Equivalence*

7. Cross-cultural research is unique because it often involves collecting data in multiple languages, and researchers need to establish the ____ of the research protocols.
   a) linguistic equivalence
   b) replicability
   c) translation equivalence
   d) sampling equivalence
   *ANS: a* *REF: Bias and Equivalence*

8. ____ do not test a specific hypothesis about cultural differences; rather, they test the equivalence of psychological measures and tests for use in other cross-cultural comparative research, and they are important to conduct before cross-cultural comparisons.
   a) Cross-cultural validation studies
   b) Indigenous cultural studies
   c) Multi-level studies
   d) Linkage studies
   *ANS: a* *REF: Types of Cross-Cultural Research*

9. Which of the following describes priming studies correctly?
   a) They involve experimentally manipulating the mindsets of participants and measuring the resulting changes in behavior.
   b) They are extensions of basic cross-cultural comparisons, but include the measurement of a variable that assesses the contents of culture.
   c) They attempt to establish the linkages between the contents of culture and the variables of interest in the study.
   d) They do not exist.
   *ANS: a* *REF: Designing Cross-Cultural Comparative Research*

10. ____ is a technique to examine the structure of a questionnaire. It creates groups of items on a questionnaire based on how related the responses are to each other.
    a) Factor analysis
    b) Regression analysis
    c) Pretest analysis
    d) Effect size analysis
    *ANS: a* *REF: Bias and Equivalence*
11. ____ are variables operationalizing aspects of culture that researchers believe produce differences in psychological variables. These variables are actually measured in unpackaging studies.
   a) Construct variables
   b) Hypothetical variables
   c) Contextual factors
   d) Context variables

ANS: d  REF: Designing Cross-Cultural Comparative Research
NOT: www

12. Past debates concerning cross-cultural studies of intelligence highlight issues concerning ____.
   a) back translation
   b) conceptual equivalence
   c) testing procedures
   d) decentering

ANS: b  REF: Bias and Equivalence

13. ____ refers to studies in which researchers create conditions to establish cause-effect relationships, in which participants are randomly assigned to groups and compared across conditions.
   a) Ethnographies
   b) Content analysis
   c) Experiments
   d) Exploratory studies

ANS: c  REF: Designing Cross-Cultural Comparative Research

14. What is the concept underlying the procedure of back translation that involves eliminating any culture-specific concepts of the original language or translating them equivalently into the target language?
   a) Decenter
   b) Linguistics
   c) Linguistication process
   d) Cultural response process

ANS: a  REF: Bias and Equivalence

15. Which of the following is the strategy to deal with nonequivalent data?
   a) Reinterpret the nonequivalence.
   b) Reanalyze the biases.
   c) Increase the nonequivalence in the data.
   d) Preclude comparison.

ANS: d  REF: Bias and Equivalence
16. ____ are measures that assess psychological dimensions related to meaningful dimensions of cultural variability and that are completed by individuals. They are often used to ensure that samples in different cultures actually harbor the cultural characteristics thought to differentiate them.
   a) Structure-oriented measures of culture
   b) Ecological- or cultural-level measures of culture
   c) Individual-level measures of culture
   d) Contextual factors
   
   _ANS: c_  __REF: Types of Cross-Cultural Comparisons__

17. ________ can be defined as a state or condition of similarity in conceptual meaning and empirical method between cultures that allows comparisons to be meaningful.
   a) Equivalence
   b) Cross-cultural research
   c) Comparisons
   d) Cultural bias
   
   _ANS: a_  __REF: Bias and Equivalence__

18. Which of the following refers to the degree to which a finding, measurement, or statistic is consistent?
   a) Validity
   b) Reliability
   c) Measurement equivalence
   d) Equivalence
   
   _ANS: b_  __REF: Bias and Equivalence__

19. Cross-cultural researchers need to be keenly aware of the issue of equivalence with regard to their conceptual definitions and empirical ____ of the variables (the way researchers conceptually define a variable and measure it) in their study.
   a) operationalization
   b) operation
   c) investigation
   d) analysis
   
   _ANS: a_  __REF: Bias and Equivalence__

20. Which one of the following statements is correct in terms of internal reliability?
   a) It can be assessed by examining whether the items on a questionnaire are all related to each other.
   b) If the items are working in the differences across cultures, then they should have high internal reliability in each of the cultures being tested.
   c) It is used to determine whether the questionnaire is based on how the responses to them are related to each other.
   d) It creates groups of the items on a questionnaire based on how the responses to them are related to each other.
21. _____ is the tendency to give answers that make oneself look good, and it may be that people of certain cultures have greater concerns that lead them to respond in socially desirable ways than people of other cultures.
   a) Procedural equivalence
   b) Response bias
   c) Socially desirable responding
   d) Acquiescence bias
   **ANS: c**   **REF: Bias and Equivalence**

22. A systematic tendency to respond in a certain way to items or scales is referred to as:
   a) systematic equivalence
   b) contextual response
   c) response bias
   d) structural bias
   **ANS: c**   **REF: Bias and Equivalence**

23. Linkage studies are studies that compare cultures on some psychological variable of interest.
   a) True
   b) False
   **ANS: b**   **REF: Designing Cross-Cultural Comparative Research**

24. Lack of equivalence is known as a(n) ____ in cross-cultural comparisons.
   a) bias
   b) tendency
   c) inequality
   d) nominal equivalent
   **ANS: a**   **REF: Bias and Equivalence**

25. When using questionnaires across cultures, one concern that arises is whether the same groups of items, or factors, would emerge in the different cultures. If so, then the measure is said to have ____.
   a) sampling equivalence
   b) structural equivalence
   c) internal reliability
   d) external reliability
   **ANS: b**   **REF: Bias and Equivalence**
26. Just translating a measure does not ensure measurement equivalence, there is a need to conduct studies to test the reliability and validity of measures in different cultures in order to be sure they can be used in the various cultures, thereby ensuring the cross-cultural measurement equivalence of the measure used.
   a) True
   b) False
   ANS: a       REF: Types of Cross-Cultural Research

27. People trained to do research in China or Japan will likely be bound by a sense of “logical determinism” and “rationality” that is characteristic of such formal and systematic educational systems.
   a) True
   b) False
   ANS: b       REF: Bias and Equivalence

28. There are two facets of socially desirable responding, which include ______—seeing oneself in a positive light—and ____.
   a) self-aggrandizement, self-deception
   b) self-esteem, personality modification
   c) self-deceptive enhancement, impression management
   d) self-efficacy, impression management
   ANS: c       REF: Bias and Equivalence

29. ____ is based on the notion that people make implicit social comparisons with others when making ratings on scales, rather than relying on direct inferences about a private, personal value system (Peng, Nisbett, & Wong, 1997).
   a) Acquiescence bias
   b) Extreme response bias
   c) Reference group effect
   d) Implication
   ANS: c       REF: Bias and Equivalence

30. How researchers handle the interpretation of their data given non-equivalence depends on their experience and biases and on the nature of the data and the findings.
   a) True
   b) False
   ANS: a       REF: Bias and Equivalence

31. Triandis refers to individualism and collectivism as allocentrism and idiocentrism, respectively.
   a) True
   b) False
   ANS: b       REF: Designing Cross-Cultural Comparative Research
32. ____ refers to collectivism on the individual level. On the cultural level, collectivism refers to how a culture functions. ____ refers to how individuals may act in accordance with collectivistic cultural frameworks.
   a) Individualistic collectivism
   b) Singular collectivism
   c) Idiocentrism
   d) Allocentrism

ANS: d  REF: Bias and Equivalence

NOT: www

33. Which of the following statements is correct?
   a) Individual measures are often used to ensure that samples in different cultures actually harbor the cultural characteristics thought to differentiate them.
   b) Measurement equivalence is the degree to which measures used to collect data in different cultures are equally valid and reliable.
   c) Linkage studies involve data collection at multiple levels of analysis, such as the individual level, context, community, and national culture.
   d) Psychometric equivalence refers to the degree to which the procedures used to collect data in different cultures are equivalent to each other.

ANS: a  REF: Glossary

34. One type of mistaken interpretation when interpreting findings is to suggest specific reasons why cultural differences occurred even though the specific reasons were never measured in the study. Matsumoto and Yoo (2006) call these ____, which occur when researchers claim that between-group differences are cultural when they really have no empirical justification to do so.
   a) mistaken interpretations of specificity
   b) false empirical justification
   c) cultural attribution fallacies
   d) interpretation errors

ANS: c  Bias and Equivalence

35. Which of the following compares the differences observed between the groups to the differences one would normally expect on the basis of chance alone and then compute the probability that the results would have been obtained solely by chance?
   a) Regression analysis
   b) Analysis of variance (ANOVA)
   c) Chi-Square
   d) Group mean comparisons

ANS: b  REF: Bias and Equivalence

36. Most researchers rise above an interpretation of the data they obtain through their own cultural filters, so that any potential for biases cannot affect their interpretations.
   a) True
   b) False

ANS: b  REF: Bias and Equivalence
37. The best example of a unit of analysis of ecological-level studies is ____.
   a) a country
   b) an individual
   c) a small group
   d) nature

ANS: a   REF: Types of Cross-Cultural Comparisons

38. Sophisticated statistical techniques and elegant research designs are effective at “salvaging” studies that are lacking in novelty or insight.
   a) True
   b) False

ANS: b   REF: Designing Cross-Cultural Comparative Research

39. In unpackaging studies, “culture” as an unspecified variable is replaced by more specific variables in order to truly explain cultural differences.
   a) True
   b) False

ANS: a   REF: Designing Cross-Cultural Comparative Research

40. According to Triandis and his colleagues (1995), in ____ individuals are autonomous and equal. However, in ____ individuals are autonomous but unequal.
   a) horizontal individualism, vertical collectivism
   b) vertical individualism, horizontal collectivism
   c) horizontal collectivism, vertical individualism
   d) horizontal individualism, vertical individualism

ANS: d   REF: Designing Cross-Cultural Comparative Research

41. Triandis developed the Individualism-Collectivism (INDCOL) scale to measure an individual’s IC tendencies in relation to five collectivities (spouse, parents and children, kin, neighbors, and coworkers and classmates).
   a) True
   b) False

ANS: b   REF: Designing Cross-Cultural Comparative Research

42. Matsumoto (2006a) measured and demonstrated that the personality traits known as ______, ______, and ______ were linked to emotion regulation—the ability that individuals have to modify and channel their emotions—and accounted for the cultural differences in it.
   a) extraversion, neuroticism, conscientiousness
   b) introversion, neuroticism, conscientiousness
   c) openness, extraversion, introversion
   d) conscientiousness, openness, introversion

ANS: a   REF: Designing Cross-Cultural Comparative Research
43. Which of the following is the degree to which a measure used in a cross-cultural study produces the same factor analysis results in the different countries being compared?
   a) Linguistic equivalence
   b) Measurement equivalence
   c) Structural equivalence
   d) Sampling equivalence
   ANS: c
   REF: Glossary

44. The degree to which different samples in different cultures are equivalent to each other is a description of ____.
   a) sampling difference
   b) statistical cultural equivalence
   c) statistical sampling difference
   d) sampling equivalence
   ANS: d
   REF: Glossary

45. Perhaps the most important arena with regard to bias and equivalence may concern the issue of ____.
   a) measurement
   b) language
   c) procedures
   d) centeredness
   ANS: a
   REF: Bias and Equivalence

46. Perhaps the most stringent experiments involve the ____ actual environments and the ____ of changes in behaviors as a function of these environments.
   a) unbiased testing of, recognition
   b) clinical mimicry of, unbiased scrutiny
   c) manipulations of, observation
   d) observations of, manipulation
   ANS: c
   REF: Designing Cross-Cultural Comparative Research

47. In the ____ to establishing language equivalence, several bilingual informants collectively translate a research protocol into a target language. They debate the various forms, words, and phrases that can be used in the target language, comparing them with their understanding of the language of the original protocol. The product of this process reflects a translation that is the shared consensus of a linguistically equivalent protocol across languages and cultures.
   a) decentered approach
   b) metalingual approach
   c) procedural approach
   d) committee approach
   ANS: d
   REF: Bias and Equivalence
48. ____ are designed to examine why cultural differences may exist. Thus they make larger inferential jumps by testing theories of cross-cultural similarities and differences.
   a) Hypothesis-testing studies
   b) Exploratory studies
   c) Cultural studies
   d) Linkage studies

ANS: a

REF: Types of Cross-Cultural Comparisons

NOT: www

49. Statistical procedures are available that help to determine the degree to which differences in mean values reflect meaningful differences among individuals. The general class of statistics that do this is called “____.” When used in a cross-cultural setting, Matsumoto and his colleagues call them “____.”
   a) between-group statistics, between-group cultural difference statistics
   b) effect size statistics, cultural effect size statistics
   c) ANOVA, cultural ANOVA
   d) IC stat analysis, IC cultural stat analyses

ANS: b

REF: Bias and Equivalence

50. ______ is the degree to which a finding, measurement, or statistic is accurate, or represents what it is supposed to.
   a) Validity
   b) Reliability
   c) Response bias
   d) Regression analysis

ANS: b

REF: Bias and Equivalence