

Quantitative Methods and Design for Cross-Cultural Research

CEMS/IACCM Doctoral Workshop
Vienna
June 24, 2009

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Typology of Cross-Cultural Studies

Type	Culture
Domestic	Ignored
Replication	Context
Indigenous	Differences Assumed
Comparative	Similarities and Differences Assumed (theorized)
International	Context or Ignored
Intercultural	Theoretical Frame

Source: Thomas, 2008

Cowboy?

Cowboy

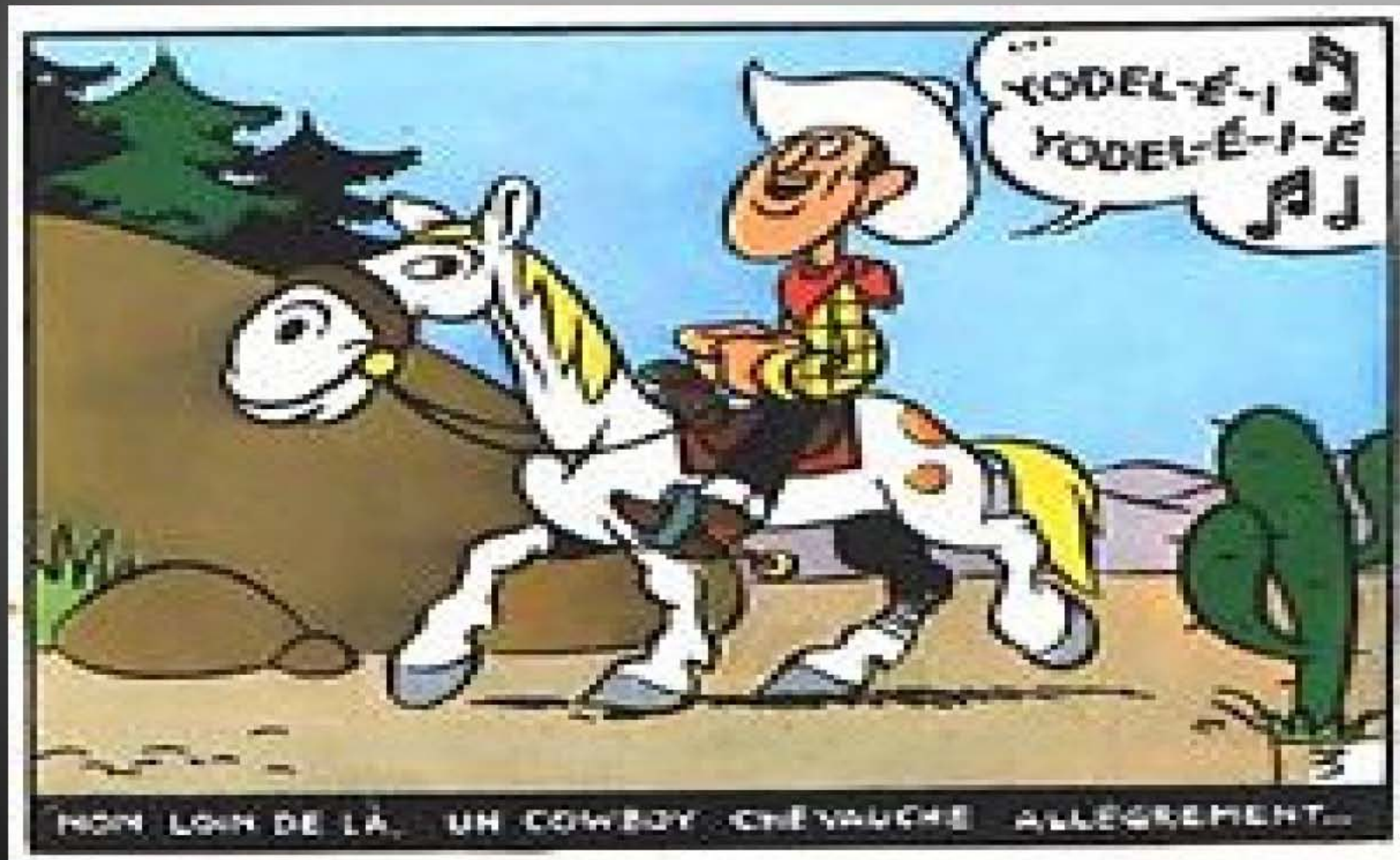


Cowboy



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Cowboy



Cowboy(s)



Cultural Context and the Concept of “Cowboy”

US	France	Japan
Rugged individualist	Carefree, independent	Team player, “rawhide karaoke”

Threats to Validity in Cross-Cultural Research

Type of Bias	Source
Construct “Sushi”	Incomplete/overlap of definitions, differential appropriateness, poor sampling, incomplete coverage of domain
Method “Margaret Mead”	Social desirability, response styles, stimulus familiarity, sample differences, conditions of administration, tester effects, communications problems
Item “Television”	Poor translation, complex wording, cuing of other characteristics, incidental differences

Source: van de Vijver & Leung, 1997

Sampling Issues

Convenience	The majority of cross-cultural studies involve samples of individuals who are readily available, seem intelligent, and are willing to respond.
Random	It is virtually impossible to collect data from a random sample of countries of sufficient size to be meaningful.
Systematic (Theoretical)	Max – Min – Con Any hint that samples may differ on some variable should cause the researcher to measure the variable and assess its impact.

Source: Napier & Thomas, 2001

Instrument Issues

“Have questionnaire, will travel!”

Application	Literal translation of existing instrument
Adaptation	Construct but not literal equivalence
Assembly	New instrument to capture the construct adequately

Techniques

Translation-back translation

Bilingual committee

Cultural decentering

Translation guidelines (van de Vijver & Hambleton, 1996)

Triangulation

Analysis Strategies

“Sometimes, you can see a lot just by lookin’.”

Yogi Bera

- ▶ 1. Psychometric Properties of the Instrument
- ▶ 2. Standardization (?)
- ▶ 3. Item Bias Analysis
 - Example: ANOVA (Cleary & Hilton, 1968)
- ▶ 4. Construct Equivalence
 - Example: Factor Analysis, SEM
- ▶ 5. Analysis of Hypothesized Effects
 - Mean Differences or Relationships
- ▶ 6. Cross–Level Analysis?
 - Example: HLM, WABA

Practical Issues

- ▶ Access to Participants
- ▶ International Collaborations
 - Different goals of researchers
 - Time, distance, money
- ▶ Relevance
 - Psychological difference studies dominate the cross-cultural literature

- ▶ Cross-cultural differences in scores on social and behavioral measures tend to be open to multiple interpretations.

- Source: van de Vijver & Leung, 1997