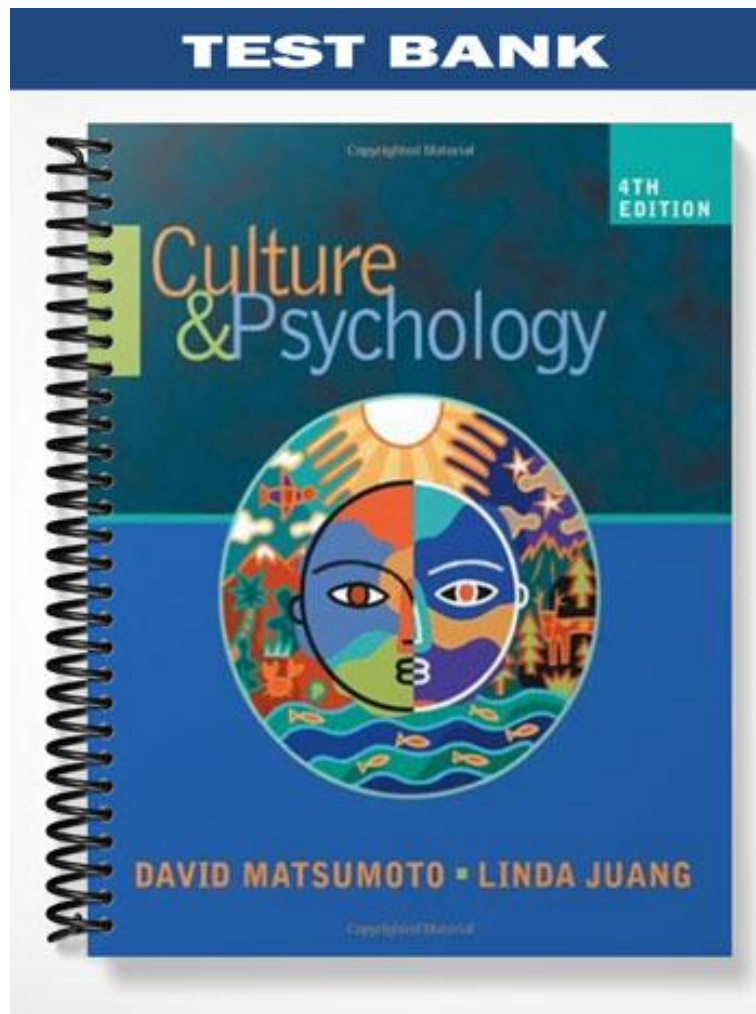


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**Culture
& Psychology**



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Chapter 2 Cross-Cultural Research Methods

1. Studies that utilize rich, complex, in-depth descriptions of culture, and cultural differences to predict and test for differences in a psychological variable are called?
 - a) Attribution Studies
 - b) Cultural Studies *
 - c) Post-doc Studies
 - d) Cross-National Studies

2. What would be a concern to take into consideration when interpreting data from cross-cultural studies?
 - a) Effect sizes *
 - b) Whether the measures are equivalent
 - c) Cultural attribution fallacy
 - d) All of the above

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

4. This refers to the degree of measures that are used to collect data in different cultures which are equally valid and reliable.
 - a) Validity
 - b) Reliability
 - c) Measurement equivalence *
 - d) Measurement error

5. _____ are(is) 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. Fill in the blank.
 - a) International research
 - b) Cross-cultural comparisons *
 - c) Unpackaging studies
 - d) Linkage studies

6. Which of the following describes back translation correctly?
- a) It is what chiropractors use to explain spinal adjustments to their patients
 - 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
7. Researchers need to be concerned about _____ in all aspects of their research, and one arena in which equivalence quickly becomes apparent is in language. Fill in the blank.
- a) Linguistic equivalence *
 - b) Replication
 - c) Back translation
 - d) Sampling equivalence
8. Measurement equivalence refers to the degree of which measures that are used to collect data in different cultures. An (a) _____ and an (a) _____. _____ refers to whether a measure accurately measures what it is supposed to measure; _____ refers to how consistently a measure measures what it is supposed to measure. Fill in the blanks.
- a) Language, validity
 - b) sample size, gender rates
 - c) Validity, reliability *
 - d) None of the above
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 that are thought to produce the differences on the variable being compared across cultures
 - 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
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. Fill in the blank.
- a) Factor analysis *
 - b) Regression
 - c) Pretest
 - d) Effect size analysis

11. ____ are variables that operationalize aspects of culture; researchers believe it produces a difference in psychological variables. Their variables are actually measured in unpacking studies. Fill in the blank.

- a) Construct variables
- b) Hypothetical variables
- c) ANOVA
- d) Context variables *

12. In a cross-cultural study on intelligence, two people take the Stanford Binet intelligence test. One is an American surgeon and the other is a tribe chief from the Amazon. The American receives the higher score, yet this doesn't necessarily mean she is more intelligent. These differences may, in fact, reflect problems in?

- a) Back translation
- b) Equivalence in concept and measurement of intelligence *
- c) Testing procedures
- d) Decentering

13. This 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) All of the above

14. This 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

15. Which of the following is the strategy to deal with nonequivalent data?

- a) Do not interpret the nonequivalence
- b) Increase the nonequivalence in the data
- c) Preclude comparison *
- d) All of them are strategies

16. _____ is the procedure researchers use in determining their sample. Fill in the blank.

- a) Sample
- b) Sampling *
- c) Operationalization
- d) Value judgment

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. It means that if any aspect of a cross-cultural study is not entirely equal in meaning or the method across the cultures being compared, then the comparison loses its meaning. Fill in the blank.

- a) Equivalence *
- b) Cross-cultural research
- c) Comparisons
- d) Individual differences

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

19. In translating the English word anger, for example, we might indeed find an equivalent word in Cantonese or Spanish. But it would not have the same connotations, strength, and interpretation in those languages as it does in English. It is very difficult to find exact translation equivalents of most words. Thus, cross-cultural researchers need to be concerned with measurement equivalence in addition to _____. Fill in the blank.

- a) Validity
- b) Language equivalence *
- c) Measurement equivalence
- d) Psychometric 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 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

22. Which one of the following statements about the response biases is incorrect?
- a) Kulesa, cho, and Sahvitt (2004) examined the biases in 19 countries around the world
 - b) Extreme response bias occurs more in cultures that encourage masculinity, power, and status
 - c) They achieve clarity, precision, and decisiveness in one's explicit verbal statements, characteristics that are valued in these cultures
 - d) They can be viewed as methodological artifacts that need to be controlled in order to get to "false" responses
23. Cross-cultural comparisons are studies that compare cultures on some psychological variable of interest.
- a) True *
 - b) False
24. Lack of equivalence is known as a _____ in cross-cultural comparisons. Fill in the blank.
- a) Bias *
 - b) Tendency
 - c) Unequal situation
 - d) Chaos
25. _____ is about whether the same groups of items, or factors would emerge in the different cultures. Fill in the blank.
- a) Sampling equivalence
 - b) Structural equivalence *
 - c) Internal reliability
 - d) External reliability
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
27. People trained to do research in the United States of Europe may be bound by a sense of "Logical determinism" and "Rationality" that is characteristic of such formal and systematic educational systems.
- a) True *
 - b) False

28. Regarding response bias, there are two facets of socially desirable responding, which include _____ which means seeing oneself in a positive light and _____. Fill in the blanks.

- a) Self-enhancement, terror management
- b) Self-esteem, personality
- c) Self-deceptive enhancement, impression management *
- d) Self-efficacy, impression management

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). Fill in the blank.

- a) Acquiescence bias
- b) Extreme response bias
- c) Reference group effect *
- d) Implication

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

31. Triandis refers to individualism and collectivism as idiocentrism and allocentrism, respectively.

- a) True *
- b) False

32. Which of the following satisfies both blanks correctly?

_____ 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) Back translation
- b) Context variable(s)
- c) Acquiescence bias
- d) Allocentrism *

33. Which one of the following statements is not 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) Operationalization is the way researchers conceptually define a variable and measure it
- d) All of the above *

34. In terms of sampling equivalence, which one of the following statements is not correct?
- a) The answer is “we don’t know” is important for cross-cultural researchers
 - b) It refers to whether cross-cultural samples can be compared
 - c) It concerns whether the samples are equivalent on noncultural demographic variables, such as age, sex, religion, socioeconomic status, work, and other characteristics
 - d) None of the above *
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
 - b) Analysis of variance (ANOVA) *
 - c) Chi-Square
 - d) Mean comparisons
36. Most researchers inevitably interpret the data they obtain through their own cultural filters, and ____ can affect their interpretations to varying degrees. Fill in the blank.
- a) Researcher bias *
 - b) Cultural attribution fallacies
 - c) Correlational interpretation
 - d) Cause-effect interpretation
37. The unit of analysis of ecological-level studies is _____.
- a) Cultures or countries *
 - b) Schools
 - c) Nature
 - d) All of the above
38. Find the reason why the identification of ecological-level dimensions of culture by Hofstede, Schwartz and other has been extremely important to the field?
- a) They allowed researchers to use them as a theoretical frame work to predict and explain cultural differences in their research *
 - b) They demonstrated the relationship between self-esteem and individualism
 - c) They explained cultural differences by personality traits
 - d) They found that there are not cultural differences in emotional expressions among collectivistic cultures
39. In unpacking studies, culture as an unspecified variable is replaced by more specific variables in order to truly explain cultural differences.
- a) True *
 - b) False

40. According to Triandis and his colleagues (1995), in _____, individuals are autonomous and equal. However, in _____, individuals are autonomous but unequal. Fill in the blanks respectfully.

- a) Horizontal individualism, collectivism
- b) Vertical individualism, horizontal collectivism
- c) Horizontal collectivism, vertical individualism
- d) Horizontal individualism, vertical individualism *

41. The differences in the individual-level measurement of IC(ICI: Interpersonal Assessment Inventory) was found in the study for personality traits and self-esteem (Matsumoto et al, 2002).

- a) True
- b) False *

42. In the study by Matsumoto (2006) it was found that several personality traits: _____, _____, _____ were linked to emotion regulation. Thus, cultural differences on a variable could be explained by differences in aggregate levels of personality between the two cultures studies. Fill in the blanks respectfully.

- a) Extraversion, neuroticism, conscientiousness *
- b) Neuroticism, introversion, conscientiousness
- c) Openness, extraversion, introversion
- d) Conscientiousness, openness, introversion

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

44. Which factor should we consider to measure sampling equivalence?

- a) Age
- b) Sex
- c) Religion
- d) All of the above *

45. The individualism versus collectivism framework has been used by many researchers to explain cultural differences in topics such as _____ versus _____ relationships (Triandis, 1994, 1995). Fill in the blanks respectfully.

- a) Ingroup, outgroup *
- b) Ingroup, self-efficacy
- c) Group harmony, self-esteem
- d) Group dynamic, outgroup

46. _____ is necessary for groups to function effectively and is because of the group-oriented nature of collectivism. Fill in the blank.
- a) Sharing food
 - b) Community
 - c) Family
 - d) Cooperation *
47. Which one is not the factor that researchers should consider for cross-cultural research?
- a) Linguistic equivalence
 - b) Measurement equivalence
 - c) Sampling equivalence
 - d) All of the above *
48. Which of the following serve as the backbone of cross-cultural research, and are the most prevalent type of cross-cultural study. They served as the primary type of study in cross-cultural psychology.
- a) Cross-cultural comparisons *
 - b) Ecological-level studies
 - c) Cultural studies
 - d) Linkage studies
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 “effect size statistics”. When used in a cross-cultural setting, Matsumoto and his colleagues call them “_____” Fill in the blank.
- a) Effect size analysis
 - b) Cultural effect size statistics *
 - c) Anova
 - d) Power analysis
50. _____ is(are) the degree to which a finding, measurement, or statistic is accurate, or represents what it is supposed to. Fill in the blank.
- a) Validity *
 - b) Reliability
 - c) Response bias
 - d) Experiments