8.3 Culture Bias in Psychological Theory and Research: 10-minute Pack

AQA 7182 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions.

1 State one statistical procedure to check item equivalence across cultures and explain how it helps.

(Total for Question 1 is 3 marks)

2 Identify the issue and term when using an unadapted UK obedience script in another culture.

(Total for Question 2 is 1 mark)

3 Identify two threats to validity when Western test items mention unfamiliar household objects.

(Total for Question 3 is 2 marks)

4 Identify two practical steps to avoid ethnocentrism when adapting a Western obedience study.

(Total for Question 4 is 2 marks)

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Mark scheme · 8.3 Culture Bias in Psychological Theory and Research: 10-minute Pack

Question 1

names a suitable procedure, e.g. item analysis using item-total correlations or differential item functioning (DIF) analysis oe **M1**

explains that item-total correlations show whether an item correlates with the overall test score similarly across groups, indicating consistent functioning oe **A1**

or explains that DIF identifies items that perform differently for groups with the same underlying ability, flagging culturally biased items oe **A1**

Answer: Use item analysis such as item-total correlations or differential item functioning (DIF). Item-total correlations check whether an item relates to the overall score similarly across groups, and DIF detects items that give different probabilities of success for groups with the same ability, flagging culturally biased items.

Question 2

identifies the problem as the procedure not being culturally appropriate or valid in the new culture, oe **B1**

Answer: The problem is the procedure is not culturally appropriate in the other culture; this is an example of an imposed etic.

Question 3

cultural bias in test content, meaning content validity is threatened oe **B1**

lack of construct validity or ecological validity because items are not appropriate to participants' everyday experiences oe **B1**

Answer: Cultural bias in test content, threatening content validity; and reduced construct or ecological validity because items are irrelevant to participants' real-life experience.

Question 4

consult local cultural experts or collaborators during design oe **B1**

adapt materials and scenarios through translation, back-translation and pilot testing with the target population oe **B1**

Answer: Consult local cultural experts or collaborators; and adapt materials using translation, back-translation and pilot testing with the target population.

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