8.3 Culture Bias in Psychological Theory and Research: Test Pack

AQA 7182 · about 15 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions.

1 Define ethnocentrism and give an intelligence-testing example.

(Total for Question 1 is 2 marks)

2 Identify which cultural concept applies to a Christmas dinner item causing lower scores in a non-Christian culture.

(Total for Question 2 is 2 marks)

3 Outline imposed etic and consequence for validity in non-Western settings.

(Total for Question 3 is 3 marks)

4 Explain how local experts and pilot testing reduce culture bias in adapting intelligence tests.

(Total for Question 4 is 4 marks)

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Mark scheme · 8.3 Culture Bias in Psychological Theory and Research: Test Pack

Question 1

definition: the tendency to view one's own culture as central, normal or superior and to judge other cultures by one's own cultural standards oe — **B1**

example: an IQ test item that asks about knowledge of British nursery rhymes or Western school experiences that people from another culture may not know oe — **B1**

Answer: Ethnocentrism is judging other cultures by the standards of one's own culture. Example: an IQ test item referencing British nursery rhymes or school practices that non-Western test takers would not recognise.

Question 2

identifies the correct term: imposed etic or ethnocentrism, with preference for imposed etic as the method was applied from one culture to another without adaptation oe — **B1**

justification: the item assumes Western cultural knowledge and so does not validly assess participants from a non-Christian culture oe — **B1**

Answer: This is an imposed etic: the test item assumes Western Christian knowledge and was applied to another culture without adaptation, producing invalid lower scores.

Question 3

outlines imposed etic: applying a theory, measurement or method developed in one culture to another culture without proper adaptation oe — **M1**

states a consequence: test scores may not reflect the construct intended, reducing construct validity oe — **A1**

or a consequence: systematic underperformance by the non-Western group leading to unfair comparisons or stereotyping oe — **A1**

Answer: An imposed etic is applying a method developed in one culture to another without adaptation. Consequences include reduced construct validity, since scores may reflect cultural familiarity rather than the intended ability, and unfair underperformance by the non-Western group.

Question 4

states that local experts can identify culturally unfamiliar items and suggest culturally appropriate replacements oe — **M1**

explains this improves content and construct validity by ensuring items measure the intended ability rather than cultural knowledge oe — **A1**

states that pilot testing with members of the target culture reveals items that are misunderstood or cause systematic bias oe — **M1**

explains that piloting allows revision and standardisation, reducing measurement error and increasing reliability and fairness of scores oe — **A1**

Answer: Local experts can spot culturally unfamiliar items and suggest replacements, improving content and construct validity. Pilot testing with the target group reveals misunderstood items so the test can be revised and standardised, reducing bias and improving reliability and fairness.

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