

Cambridge University Press

978-0-521-76525-1 - Cross-Cultural Research Methods in Psychology

Edited by David Matsumoto and Fons J. R. van de Vijver

Frontmatter

[More information](#)

CROSS-CULTURAL RESEARCH METHODS IN PSYCHOLOGY

Cross-cultural research is now an undeniable part of mainstream psychology and has had a major impact on conceptual models of human behavior. Although it is true that the basic principles of social psychological methodology and data analysis are applicable to cross-cultural research, a number of issues are distinct to it, including managing incongruities of language and quantifying cultural response sets in the use of scales. *Cross-Cultural Research Methods in Psychology* provides state-of-the-art knowledge about the methodological problems that need to be addressed if a researcher is to conduct valid and reliable cross-cultural research. It also offers practical advice and examples of solutions to those problems and is a must-read for any student of culture.

David Matsumoto is an internationally acclaimed author and psychologist. He received his BA from the University of Michigan in 1981 with high honors in psychology and Japanese. He subsequently earned his MA (1983) and PhD (1986) in psychology from the University of California at Berkeley. He is currently Professor of Psychology and Director of the Culture and Emotion Research Laboratory at San Francisco State University, where he has been since 1989. Matsumoto has studied culture, emotion, social interaction, and communication for more than 25 years. His books include well-known titles such as *Culture and Psychology* and *The Cambridge Dictionary of Psychology*. He is the recipient of many awards and honors in the field of psychology, including being named a G. Stanley Hall lecturer by the American Psychological Association. He is the series editor for Cambridge University Press's Culture and Psychology series. He is also editor for the *Journal of Cross-Cultural Psychology*.

Fons J. R. van de Vijver earned his PhD in psychology from Tilburg University in the Netherlands in 1991. He has published more than 300 articles, chapters, and books, mainly in the domain of cross-cultural psychology. The most important themes in his work on psychological acculturation and multiculturalism are the domain dependence of acculturation strategies and behaviors, the assessment of acculturation, cultural distance, antecedents and consequences of multiculturalism, and the stability of multiculturalism. He holds a chair in cross-cultural psychology at Tilburg University and is Extraordinary Professor at North-West University, South Africa. Van de Vijver is one of the most frequently cited cross-cultural psychologists in Europe. He is the current vice dean for research and former vice dean for education of his faculty and vice director of Babylon, the interdisciplinary research center for studies of multicultural societies at Tilburg University. He was President of Division 2, Assessment and Evaluation, of the International Association of Applied Psychology and is now President-Elect of the European Association of Psychological Assessment.

Cambridge University Press

978-0-521-76525-1 - Cross-Cultural Research Methods in Psychology

Edited by David Matsumoto and Fons J. R. van de Vijver

Frontmatter

[More information](#)

CULTURE AND PSYCHOLOGY

Series Editor

David Matsumoto, *San Francisco State University*

As an increasing number of social scientists come to recognize the pervasive influence of culture on individual human behavior, it has become imperative for culture to be included as an important variable in all aspects of psychological research, theory, and practice. Culture and Psychology is an evolving series of works that brings the study of culture and psychology into a single, unified concept.

Ute Schönplugg, *Cultural Transmission: Psychological, Developmental, Social, and Methodological Aspects*

Evert van de Vliert, *Climate, Affluence, and Culture*

Cambridge University Press

978-0-521-76525-1 - Cross-Cultural Research Methods in Psychology

Edited by David Matsumoto and Fons J. R. van de Vijver

Frontmatter

[More information](#)

Cross-Cultural Research Methods in Psychology

Edited by

David Matsumoto

San Francisco State University

Fons J. R. van de Vijver

Tilburg University



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press

978-0-521-76525-1 - Cross-Cultural Research Methods in Psychology

Edited by David Matsumoto and Fons J. R. van de Vijver

Frontmatter

[More information](#)

CAMBRIDGE UNIVERSITY PRESS

Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore,
São Paulo, Delhi, Dubai, Tokyo, Mexico City

Cambridge University Press

32 Avenue of the Americas, New York, NY 10013-2473, USA

www.cambridge.org

Information on this title: www.cambridge.org/9780521758420

© Cambridge University Press 2011

This publication is in copyright. Subject to statutory exception
and to the provisions of relevant collective licensing agreements,
no reproduction of any part may take place without the written
permission of Cambridge University Press.

First published 2011

Printed in the United States of America

A catalog record for this publication is available from the British Library.

Library of Congress Cataloging in Publication data

Cross-cultural research methods in psychology / edited by David Matsumoto,
Fons J. R. van de Vijver.

p. cm. – (Culture and psychology)

Includes bibliographical references and index.

ISBN 978-0-521-76525-1 (hardback) – ISBN 978-0-521-75842-0 (pbk.)

1. Psychology – Research – Cross-cultural studies. I. Matsumoto, David Ricky. II. Vijver, Fons
J. R. van de. III. Title. IV. Series.

BF76.5.C76 2010

150.72 – dc22 2010012760

ISBN 978-0-521-76525-1 Hardback

ISBN 978-0-521-75842-0 Paperback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for
external or third-party Internet Web sites referred to in this publication and does not guarantee
that any content on such Web sites is, or will remain, accurate or appropriate.

Cambridge University Press

978-0-521-76525-1 - Cross-Cultural Research Methods in Psychology

Edited by David Matsumoto and Fons J. R. van de Vijver

Frontmatter

[More information](#)

CONTENTS

<i>Contributors</i>	<i>page ix</i>
1. Introduction to the Methodological Issues Associated With Cross-Cultural Research <i>Fons J. R. van de Vijver and David Matsumoto</i>	1
PART I. CONCEPTUAL ISSUES AND DESIGN	
2. Equivalence and Bias: A Review of Concepts, Models, and Data Analytic Procedures <i>Fons J. R. van de Vijver and Kwok Leung</i>	17
3. Translating and Adapting Tests for Cross-Cultural Assessments <i>Ronald K. Hambleton and April L. Zenisky</i>	46
Appendix: Item Translation and Adaptation Review Form	71
4. Making Scientific Sense of Cultural Differences in Psychological Outcomes: Unpackaging the <i>Magnum Mysterium</i> <i>Michael Harris Bond and Fons J. R. van de Vijver</i>	75
5. Sampling: The Selection of Cases for Culturally Comparative Psychological Research <i>Klaus Boehnke, Petra Lietz, Margrit Schreier, and Adalbert Wilhelm</i>	101
6. Survey Response Styles Across Cultures <i>Timothy P. Johnson, Sharon Shavitt, and Allyson L. Holbrook</i>	130

Cambridge University Press

978-0-521-76525-1 - Cross-Cultural Research Methods in Psychology

Edited by David Matsumoto and Fons J. R. van de Vijver

Frontmatter

[More information](#)

viii

Contents

PART II. DATA ANALYSIS AND INTERPRETATION

7. Methods for Investigating Structural Equivalence <i>Ronald Fischer and Johnny R. J. Fontaine</i>	179
8. Evaluating Test and Survey Items for Bias Across Languages and Cultures <i>Stephen G. Sireci</i>	216
Appendix: Statistical Software for Differential Item Functioning Analysis	241
9. Effect Sizes in Cross-Cultural Research <i>David Matsumoto, John J. Kim, Robert J. Grissom, and Dale L. Dinnel</i>	244
10. Data Analytic Approaches for Investigating Isomorphism Between the Individual-Level and the Cultural-Level Internal Structure <i>Johnny R. J. Fontaine and Ronald Fischer</i>	273
11. Multilevel Modeling and Cross-Cultural Research <i>John B. Nezlek</i>	299
Appendix: Sample Data Sets	346
12. Cross-Cultural Meta-Analysis <i>Dianne A. van Hemert</i>	348
<i>Name Index</i>	379
<i>Subject Index</i>	390

Cambridge University Press

978-0-521-76525-1 - Cross-Cultural Research Methods in Psychology

Edited by David Matsumoto and Fons J. R. van de Vijver

Frontmatter

[More information](#)

CONTRIBUTORS

KLAUS BOEHNKE

Jacobs University Bremen

MICHAEL HARRIS BOND

The Chinese University of
Hong Kong

DALE L. DINNEL

Western Washington University

RONALD FISCHER

Victoria University of Wellington

JOHNNY R. J. FONTAINE

Ghent University

ROBERT J. GRISSOM

San Francisco State University

RONALD K. HAMBLETON

University of Massachusetts

ALLYSON L. HOLBROOK

University of Illinois at Chicago

TIMOTHY P. JOHNSON

University of Illinois at Chicago

JOHN J. KIM

San Francisco State University

KWOK LEUNG

City University of Hong Kong

PETRA LIETZ

Australian Council for
Educational Research

DAVID MATSUMOTO

San Francisco State University

JOHN B. NEZLEK

College of William & Mary

MARGRIT SCHREIER

Jacobs University Bremen

SHARON SHAVITT

University of Illinois at Chicago

STEPHEN G. SIRECI

University of Massachusetts

FONS J. R. VAN DE VIJVER

Tilburg University

DIANNE A. VAN HEMERT

University of Amsterdam

ADALBERT WILHELM

Jacobs University Bremen

APRIL L. ZENISKY

University of Massachusetts

Cambridge University Press

978-0-521-76525-1 - Cross-Cultural Research Methods in Psychology

Edited by David Matsumoto and Fons J. R. van de Vijver

Frontmatter

[More information](#)

Cross-Cultural Research Methods in Psychology