

CROSS-CULTURAL RESEARCH METHODS PROGRAMME

The workshop focuses on two main themes conducted by renowned scholars in their respective fields:

- Cross-cultural analysis in psychology, at the level of individuals, by Dr. Michael Bender (publications).
- Cross-cultural analysis at the level of societies (nations, regions, sub-national groups) by Prof. Michael Minkov, Ph.D. Prof. Minkov is co-author of Hofstede's bestseller "Cultures and Organizations: Software of the Mind. Revised and expanded 3rd Edition"

Cross-cultural research is a booming field for academics and practitioners alike. As our knowledge expands, we are increasingly aware of the field's complexity and the need for researchers to appreciate the numerous controversies that characterise it.



PRACTICAL INFORMATION

The course is designed for advanced Master's students, PhD students, and young researchers. That being said, in previous years we have enjoyed the great diversity of participants of different ages and professional backgrounds and we do not restrict the access to the course.

CONTENT

The theme of the first two sessions in preparation for the analysis of cross-cultural data:

We will cover issues such as the nature of culture and various approaches to the study of culture.

Some of the topics that we will discuss are:

Definitions of culture: What is culture and what is not culture? Where does culture come from? What creates cultural differences?

Data selection: What kind of survey participants should we choose? What kind of items works or does not work?

Levels of analysis: The difference between studying individuals and societies

Etic versus emic approaches: Should we use a single research tool across many societies or develop a specific research tool for each society of interest? etc.

The following two days start with a **critical review (strengths and weaknesses) of major cross-cultural models** (Hofstede, Schwartz, Inglehart, Project GLOBE), focusing on statistical analysis:

Statistics is often seen as a tool through which a researcher discovers a truth hidden in the data. This apparent simplicity misleads many people, including some experienced scholars.

In fact, a large and complex dataset can be analysed in different ways creating different results, which are sometimes contradictory. In that case, the goal of the statistical analysis is not to find the one and only one truth that hides in the data but to create a scientifically acceptable truth: a solution that proves to be practically useful.

This means that the chosen solution should explain interesting phenomena as logically and parsimoniously as possible.

During the course, participants will be introduced to the analysis of complex datasets of societal variables and will have an opportunity to perform and interpret such analyses personally.

Each participant will receive an SPSS dataset containing country scores on all popular dimensions of national culture (Hofstede's, Inglehart's, Bond's, Schwartz's, Project GLOBE's and more), as well as various national indicators: values from the World Values Survey, GDP per person in different years, national educational achievement and national IQ, a rule-of-law index, a corruption index, road death tolls, suicide rates, homicide rates, climatic data, the prevalence of infectious diseases, tobacco consumption, genetic data, etc.

PREREQUISITES FOR THE COURSE

A basic command of the options and functionality in SPSS is necessary to follow the steps shown by the instructor, the course does not give an introduction to SPSS. You will need SPSS if you would like to reproduce the steps after the course; there is typically not enough time for participants to complete exercises during the course. There are websites where you can purchase SPSS with an educational discount (e.g., www.surfspot.nl), but an affiliation with a Dutch (European) educational institution is required. Many Universities have other ways of providing discounted versions (please note that student versions can sometimes be limited in functionality, check the package). If you do not need SPSS otherwise, you can download the SPSS trial version shortly before the course.

Participants do not need any advanced knowledge of statistics but they should be familiar with a few basic notions, such as a correlation between variables and statistical significance. Even some of these basic concepts will be re-examined in class (especially statistical significance) as most people tend to hold incorrect concepts of them.

For more information on our cancellation policy please [follow the link](#).

WHAT YOU RECEIVE

- The input to do a better job in conducting cross-cultural research and to write a thesis
- The opportunity to discuss your personal research project with the lecturers and the other course participants
- An SPSS dataset containing country scores on all popular dimensions of national culture (Hofstede's, Inglehart's, Bond's, Schwartz's, Project GLOBE's and more), as well as various national indicators: values from the World Values Survey, GDP per person in different years, national educational achievement and national IQ, a rule-of-law index, a corruption index, road death tolls, suicide rates, homicide rates, climatic data, the prevalence of infectious diseases, tobacco consumption, genetic data, etc

APPLY FOR THE SCHOLARSHIP

The International Association for Cross-Cultural Psychology (IACCP) sponsors the workshop with a scholarship to facilitate participation from low-income contexts, particularly early-career researchers or students. The registration fee is waived, and includes a year-long membership in the IACCP, which means you get access to the journal (JCCP), very reduced fees for upcoming IACCP activities, and other member benefits. The IACCP Scholarship is only available before the course is filled. Applications should include information on the prospective participants' career status and background (an academic cv is typically sufficient). All applicants will be informed soon after the decision is made (ca 5 working days). Michael Bender (m.bender@uvt.nl) can be contacted for questions, and to mail your application for the scholarship (1 scholarship available).