# METHODS AND DATA ANALYSIS FOR CROSS-CULTURAL RESEARCH

## Second Edition

# FONS J. R. VAN DE VIJVER

Tilburg University, the Netherlands North-West University, South Africa University of Queensland, Australia

### KWOK LEUNG

Chinese University of Hong Kong

### **Editors**

### VELICHKO H. FETVADJIEV

University of Amsterdam

JIA HE

Tilburg University

### JOHNNY R. J. FONTAINE

Ghent University



# Contents

List	t of I	Figures	page xi	
List	t of	Tables	xii	
List	t of I	Boxes	xiii	
	face		XV	
Int	rodu	ction	I	
I	Methodological Concepts in Cross-Cultural Research			
	1.1	Setting the Stage: Methodological Features of Cross-Cultural Studies	4	
		1.1.1 Cross-Cultural Studies as Quasi-Experiments	4	
		1.1.2 Unpackaging Culture	6	
		1.1.3 Bias as the Major Threat in Cross-Cultural Studies	7	
	1.2	Plan of the Book	8	
2	The	eoretical Background	10	
	2.1	Equivalence	ΙI	
		2.1.1 Levels of Equivalence	ΙI	
		2.1.2 The Need to Establish Equivalence	I 2	
	2.2	Bias: Definitions, Sources, and Detection	14	
		2.2.1 Construct Bias	14	
		2.2.2 Method Bias	18	
		2.2.3 Item Bias	22	
	2.3	Implications of Bias for Equivalence	23	
	2.4	A Taxonomy of Cross-Cultural Studies: Eight Common Types	25	
3	Me	thods and Design	29	
	3.I	Selecting Cultures, Participants, and Procedures	29	
		3.1.1 Sampling of Cultures	29	
		3.1.2 Sampling of Participants	32	
		3.1.3 Procedures	36	
	3.2	Validity Enhancement	40	
	-	3.2.1 Validity Enhancement in Multilingual Studies	40	

x Contents

		3.2.2 Validity Enhancement of Cross-Cultural Assessment:		
		Measurement Procedures	51	
		3.2.3 Dealing with Response Styles	56	
4	Ana	alysis	64	
	4. I	Preliminary Analyses	65	
	4.2	Item Bias Analysis	67	
	4.3	Structure-Oriented Techniques	93	
		4.3.1 Internal Structure	93	
		4.3.2 Causal Relationships	114	
	4.4	Level-Oriented Techniques	119	
		4.4.1 Effect Sizes	119	
		4.4.2 Analyses without Context Variables	121	
		4.4.3 Analyses with Context Variables	124	
	4.5	Mediation and Moderation Analysis	129	
	4.6	Multilevel Analysis	131	
	4.7	Combinations of Level- and Structure Orientations	136	
5	Des	sign and Analysis of Eight Common Types of		
		oss-Cultural Studies	138	
6	Cor	nclusions	147	
	6.1	Methodological Issues in Cross-Cultural Research	147	
	6.2	Future Outlook	153	
Re	ferenc	ces	154	
-	Index			
			184	