

# Issues and debates: cultural bias

Read through Chapter 2 of the I and D Topic Companion (VLE) and the Boost eBook (and/or photocopy) for these notes. You may need to look up emic and etic!

## A01 - description

- Write clear definitions for: cultural bias, ethnocentrism, cultural relativism, universality, imposed etic and imposed emic.
- Make structured notes from these headings. Focus on how the biases impact cultural differences (minimising or exaggerating them). Ensure you use each **term in bold** from the text. Use the syllabus examples from the text in your notes as these will help you in later essay/exam questions:
  - Universality and bias
  - Ethnocentrism
  - Cultural relativism

## A03 – Evaluation

Use the table below to guide you to reading through and making evaluation notes. You need about 5 evaluation points you can make that cover both positives/negatives.

Use Point-Relevance-Conclude when doing A03 notes.

Discussion points	Resource
-ve Culturally biased research → negative real-world impact (US Army and WWII)	Topic companion
+ve Acknowledging cultural bias → lets us reduce the impact	
+ve improves research → indigenous psychologies	
Ind vs collectivism – but these terms may no longer apply	Boost eBook
Psychology may not all be culturally relative – there may be some universal human behaviours	
Issues with demand characteristics in other cultures	
Evaluation eXtra – operationalising variables and challenging implicit assumptions with cross-cultural research	