

Title: Culture Bias

Specification: Gender and culture in psychology – universality and bias including androcentrism and alpha and beta bias; cultural bias, including ethnocentrism and cultural relativism.

Q1	Which of the following statements best describes the term 'cultural bias'?	
A	When you see the world from your own cultural perspective	
B	When you believe that your own cultural perspective is normal and correct	
C	When you dismiss other cultural perspectives as less valid than you own	
D	When you judge people in terms of your own cultural assumptions	

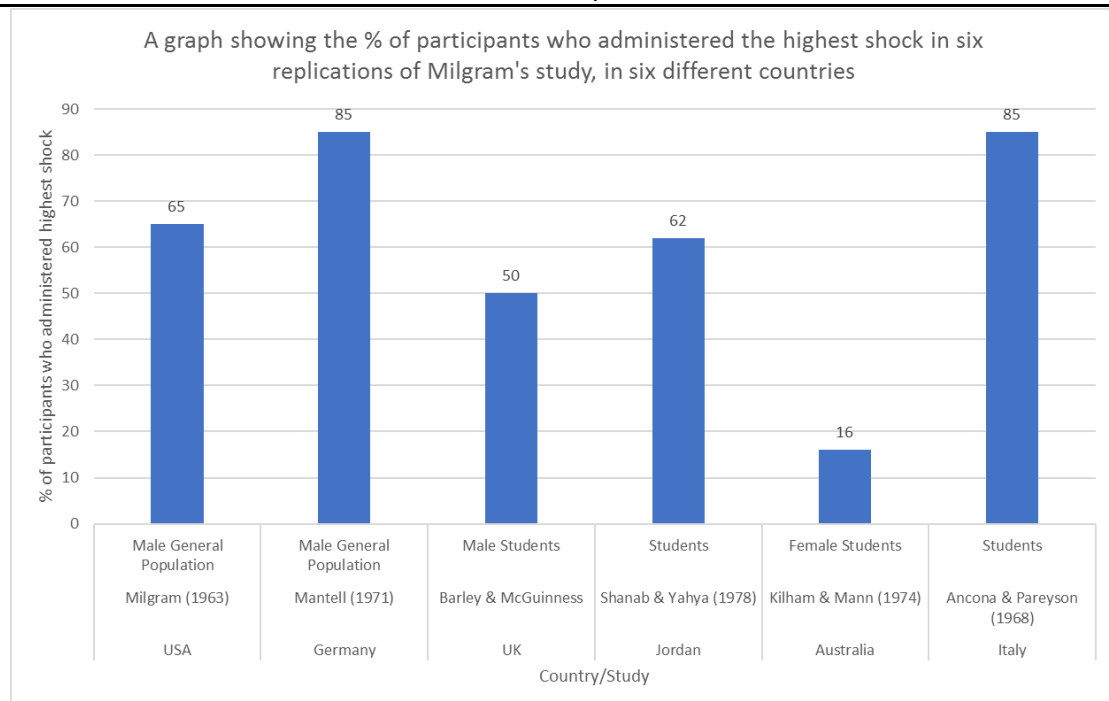
Q2 Match them up	
There are many key terms within the culture bias topic. Can you match the key terms on the left with the definitions on the right?	
KEY TERM	DEFINITION
Culture	When a theory can apply to all people, irrespective of gender and culture.
Culture Bias	The values, beliefs and patterns of behaviour shared by a group of people.
Ethnocentrism	The tendency to judge people in terms of one's own cultural assumptions.
Cultural Relativism	The idea that behaviour can be properly understood only if the cultural context is taken into consideration.
Universality	Seeing the world only from one's own cultural perspective, and believing that this one perspective is both normal and correct.

Q3	Evaluation justification	
For each of the following points, state whether they are a strength or limitation for the idea of cultural bias.		
A	Smith and Bond found, in their 1998 survey of European textbooks on social psychology, that 66% of the studies were American, 32% European, and only 2% from the rest of the world.	
B	Awareness of cultural diversity has led to the development of 'indigenous psychologies': theories	

	drawing explicitly on the particular experiences of people in different cultural contexts. One example is Afrocentrism , a movement which suggests that because all black people have their roots in Africa, theories about them must recognise the African context of behaviours and attitudes.	
C	The US Army used an IQ test before WWI which was culturally biased toward the dominant white majority. Unsurprisingly, the test showed that African-Americans were at the bottom of the IQ scale.	

Q4 Drawing a conclusion

Milgram's (1963) research has been replicated in numerous countries. The table below shows the results from six different replications.



What can you conclude from the graph in relation cultural differences in obedience? Are there any factors that make it difficult to draw a solid conclusion? [4 marks]

The results in Graph 1 can be used as evidence against the idea of universality. Explain how the results refute the idea of universality. [4 marks]