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91876



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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Psychology 2024

91876 Analyse a significant issue in psychological practice

Credits: Three

Achievement	Achievement with Merit	Achievement with Excellence
Analyse a significant issue in psychological practice.	Analyse, in depth, a significant issue in psychological practice.	Comprehensively analyse a significant issue in psychological practice.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should attempt ALL parts of this task.

Pull out Resource Booklet 91876R from the centre of this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–8 in the correct order and that none of these pages is blank.

Do not write in the margins (/////). This area will be cut off when the booklet is marked.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Achievement

TOTAL 04

Page 1

Make sure you have the paper Resource Booklet 91876R.

INSTRUCTIONS

Planning space is available below.

You should attempt ALL parts of the task.

Select ONE case study from Resource Booklet 91876R: Case study B ▾

You should refer to your selected case study in ALL three parts of this assessment.

TASK

(a) How has a significant issue in psychology been demonstrated in your selected case study?

B *I* U

Dr Emily Jones, a organisational psychologist living in America, aimed to investigate what motivates their employees across different countries, including Japan, Brazil, and India. Some employees valued teamwork and loyalty, and some prioritized work-life balance. But Dr. Jones ignored these differences and the company created guidelines based on her findings, which led to the company's employees feeling ignored and/or misunderstood. The significant issue of this study is cultural bias. Dr. Jones interpreted the findings through her own cultural perspective, and created generalized guidelines which ignored cultural differences in the company's culturally diverse employee population.

Cultural bias is defined as the tendency to judge or interpret behaviors of another culture through one's own cultural lens/perspective. In this case study, the implemented guidelines are a form of imposed etic. An imposed etic is a construct which applies a generalized/universal theory/concept across different cultures, assuming that it applies to all cultures and ignoring the uniqueness of each culture involved. In this investigation, the American company which Dr. Jones works for, most likely have an ethnocentric perspective of the world. This means that the standards, norms, and behaviors of American/Western culture are viewed as "superior" to other cultures, especially those involved in the company. From a non-Western person's perspective, this might be seen as strange or inappropriate, but from a Western person's perspective (in this case the company's perspective), it might seem normal, this is due to the fact that Dr. Jones's study focused on questions reflecting Western values only and assuming that they are the same for all other cultures (viewing other cultural standards as "different" and thinking that their culture's standards apply universally).

(b) Discuss how this significant issue has impacted psychological practice.

Your response should clearly link to the case study, and refer to any relevant area(s) of psychological practice, theory, and / or research you have studied.

B *I* U

Cultural bias is present in many psychological studies/practices, for example, Ainsworth's "Strange Situation" is a theory that has ethnocentric views. Western attachment styles of babies are viewed as the norm, or is superior to other cultural attachment styles. In Western culture, the theory states that Secure attachment is the "best suited" or more "normal" style of attachment for babies, whereas babies in other cultures such as Japan have a much higher population of resistant-attachment style babies. This is seen as strange from a Western-cultural perspective, but normal from a Japanese cultural perspective, because Japanese babies are typically always attached to their mother after birth in everyday life, and not so much in Western cultures.

Culture bias like this in past psychological practices/studies has led to some cultures feeling misrepresented and left out. And in workplaces or clinical work places, some cultures are mistreated due to them have different values, standards, or other cultural factors which have been ignored by psychologists. In this case study, Dr. Jones study has the same effect on the employees, they feel mistreated and misrepresented by the company.

Cultural bias in psychological investigations/practices like this, will negatively impact people from different cultural backgrounds who work for companies with ethnocentric views (which include clinical areas). This will most likely lead to reduced validity, generalizability and/or accuracy of findings, which can make it difficult to create standardized guidelines or theories that apply universally.

- (c) In what ways could this significant issue be addressed? Refer to any relevant psychological theories, concepts, and / or studies from published works.

B I U     

Cultural bias should be addressed in psychological research to ensure that the findings of the study are accurate and valid. Conducting more culturally-sensitive investigations by incorporating the principle of cultural relativism, which means understanding and evaluating the behaviors of other cultures within their own cultural context, and/or using cross-cultural psychologists or local researchers so that the findings are interpreted through different cultural perspectives, enhancing accuracy and validity. Having an emic approach is an effective step to address cultural bias and increase generalizability of the findings. By focusing on seeing through the lens of the specific culture/cultures involved, increasing awareness of the cultural differences of the participants involved.

Using Hofstede's Cultural Dimensions theory, psychologist's such as Dr. Jones can better acknowledge the cultural differences and factors whilst interpreting findings. For example, one of Hofstede's 6 cultural dimensions was individualism and collectivism. If Japan and American culture were involved in a study, the researchers should consider the risk of culture bias, because Japan is a collectivism (team-oriented) country, and America is a more individualistic country. By using Hofstede's theory, Dr. Jones and her company can interpret the findings through different cultural perspectives and help them have a better understanding of cultural differences, for example, can better understand those who value teamwork and loyalty or prioritized work-life balance. By addressing culture bias, companies will be able to implement more culturally diverse guidelines based on more cross-cultural interpreted findings.



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Achievement

Subject: Psychology

Standard: 91876

Total score: 04

Q	Grade score	Marker commentary
One	A4	The candidate provides a clear explanation of cultural bias in psychological practice, using details from case study B and appropriately integrating some subject-specific terminology such as imposed etic and cultural relativism. A description of Ainsworth's study and a brief overview of strategies are presented. However, these lack the depth and detail required for Merit or Excellence.