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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.

Excellence

TOTAL 07

INSTRUCTIONS

Planning space is available below. Begin your responses on page 3.

You should attempt ALL parts of the task.

Select (✓) ONE case study from Resource Booklet 91876R.

☐ Case study A

☒ Case study B

☐ Case study C

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

PLANNING

KEY TERMS

- cultural bias - inclination/favouring towards one culture
- ethnocentrism - your culture is the only correct one
- etic - outside view, attempts to generalise
- emic - inside view, acknowledges culturally specific findings
- collectivism + individualism (culture) = japan + usa comparison
- universalism - all individuals are the same, culture does not play role
- universality - attempting to generalise

STUDIES

- Yerkes (1917) intelligence testing ^(cognitive) → westernised, ethnocentric (usa)
- Ainsworth (1970) strange situation (attachment theory) → imposed etic, universal
- Milgram (1961) obedience experiment → eurocentrism, collectivism + individualism _(behaviourism)

STRATEGIES

- ensure cultural diversity (sample group) ②
- acknowledge culture plays a role in cognitive functions ②
- implement culturally sensitive/relevant research methods (nz context - te whare tapa wha, kaupapa ②)
- include panel of culturally aware psychologists to prevent maori
- understand difference between etic + emic imposed etic ②

★ increase reliability + validity

TASK

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

The significant issue of cultural bias in psychology is demonstrated in Case Study B. Cultural bias is an inclination or favouring towards one culture, and in the context of this case, this bias is towards (in favouring) of American culture. The case study demonstrates cultural bias by depicting ethnocentrism, eurocentrism and an imposed etic approach. Furthermore, the study reveals universalism by failing to acknowledge individualism and collectivism culture as well as attempting to claim universality through the implementation of guidelines that are not culturally aware. Overall, the study includes many elements of cultural bias.

- (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.

Firstly, Case Study B depicts cultural bias through the methodology of her experiment. The source states Dr Emily Jones, an organisational psychologist, conducted her research for the American company on offices worldwide in countries such as Japan, Brazil, India and the USA. However, as Dr Jones lives in the United States (Case B), this may depict ethnocentrism as Dr Jones believes that her own American culture is the only correct one, failing to recognise culturally specific findings among other countries. This is further reinforced by her questions 'reflecting Western values,' revealing

eurocentrism - a point of view derived from European culture, often revealed through Western psychology. These two elements of cultural bias have significantly impacted psychological practice in the past. Yerkes (1917) Intelligence IQ Testing is a prime example of how problematic having an ethnocentric and Eurocentric view can be. Yerkes' study examined cognitive psychology, attempting to reveal differing levels of 'intelligence.' To summarise, three tests were administered, the alpha test, beta test and visual test for those who could not understand English. However, the visual test depicted images that were only relevant to American culture, making it difficult for non-Americans to interpret and understand. This was a result of Yerkes taking an ethnocentric view as he was American, similar to Dr Jones of Case Study B, and Eurocentric view to curating his tests which depicted Western culture and values, also similar to Dr Jones. Yerkes failed to acknowledge the role of culture in psychology, leading to a misinterpretation of intelligence among non-US citizens, relating to Case Study B as Dr Jones also failed to acknowledge culture by taking an ethnocentric and Eurocentric view throughout her study. Both methodologies of Yerkes and Dr Jones depict cultural bias through this.

Case Study B also showcased cultural bias by using an imposed etic approach and attempting to claim universality. As Dr Jones lived in the US, but also conducted her research on participants in other countries, such as Japan,

Brazil and India, it is possible Dr Jones used an imposed etic approach. An imposed etic approach occurs when psychologists, often unintentionally, conduct their research through the perception of their own culture, when the sample of participants are in fact of a different cultural group. This happens when psychologists take an emic view - an inside view that acknowledges culturally specific findings, but then attempt to generalise these findings to other cultural groups. This becomes problematic as these findings ^{attempt to claim universality but} are often not representative of individuals who are of a different culture, and this has impacted psychological practice immensely in the past. For example, Ainsworth's (1970) Strange Situation Experiment, which led to her attachment theory, showcased an imposed etic approach as Ainsworth conducted her experiment on American participants (where she was from). Ainsworth's experiment included examining the behaviourism aspect of psychology and attachment styles between children and their mother by observing how children react in the absence of their parents and introduction of strangers. As she conducted her experiment to reflect American parenting and attachment styles, she took an emic view, however, as she tried to generalise and claim universality by failing to acknowledge different cultural parenting styles, this became an imposed etic approach. Ainsworth's research can be linked back as Case Study B depicts an imposed etic approach as mentioned above and attempts to generalise findings and claim universality as stated "the company implemented guidelines, which did not

QUESTION
NUMBER

2 (b) This relates to case study B as Dr Jones 'ignored differences' in different priorities in participants from other countries 'leading to her misinterpreting findings' and therefore showcasing universalism. Dr Jones also failed to acknowledge individualism and collectivism as mentioned above. Both aspects of cultural bias are reflected both in Dr Jones' and Milgram's studies, revealing how problematic it can be.

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

There are many ways cultural bias can be addressed within the field of psychology. Firstly, psychologists need to understand the difference between etic and emic approaches to ensure imposed etic approaches are mitigated. As seen through case study B and Pinesworth's (1970) Strange Situation, an imposed etic approach can become problematic when attempting to implement procedures as a result of psychological research as these often are not representative of all individuals. Dr. Jones' new guidelines left some employees 'unhappy' and Pinesworth's attempt to generalise her findings left minority cultural parenting styles overlooked, both studies causing upset. Ensuring cultural diversity within sample groups would ^{also} aid in the awareness and acknowledgement of various cultures. As psychology is often heavily Westernised, for example, the likes of the DSM-5, acknowledging that culture plays a role in cognitive functions is extremely important. These strategies could be implemented through the use of educational programmes for psychologists to aid in the guidance of understanding the relationship between culture and psychology, and mitigating ethnocentric, eurocentric and universalism views and misconceptions. Additionally, implementing culturally sensitive and relevant research methods could aid in acknowledging collectivist and individualist cultures, while attempting to mitigate psychologists falsely claiming universality or attempting to generalise their findings to multiple cultural groups. This could include the introduction of culturally aware and relevant psychologist panels to guide

and advise on culturally acceptable methodologies in psychological research. As seen through both Yerkes and Milgram's methodologies, they were heavily westernised, as well as Dr Jones methodology as her questions 'reflected Western values.' Therefore, this strategy would assist in ensuring cultural visibility and acceptance of culturally appropriate psychological research.

Lastly, addressing minority cultures and indigenous psychology would assist immensely in providing psychologists with a broader understanding of culturally-driven psychology.

Due to the Westernised nature of psychology, many minority cultures are misunderstood and unrepresented. For example, in New Zealand, Māori are three times more likely to be diagnosed with a mental illness when examined against the DSM-5, which is rooted in Western psychology. As a result, Māori are often over-represented. One strategy to address this could be implementing Kaupapa Māori and models such as Te Whare Tapa Whā to truly understand indigenous psychology. As for minority cultures, models could also be implemented such as the Pacific Fonofale Health model. Training psychologists and qualifying them in regard to various health models would improve psychological practice in regard to mental illnesses immensely by eliminating the issue of cultural bias by having individuals see a culturally aware psychologist of their own culture.

Overall, these strategies would assist in addressing cultural bias within psychological practice whilst also increasing the reliability and validity of future psychological research.

Excellence

Subject: Psychology

Standard: 91876

Total score: 07

Q	Grade score	Marker commentary
One	E7	The candidate provides a comprehensive explanation of cultural bias in psychological practice, using specific details from case study B throughout the response. Detailed descriptions of psychological evidence (e.g. Yerkes and Ainsworth) are explained regarding how they demonstrate cultural bias. Minor errors (e.g. Donner, 1972) do not detract from overall understanding. Several strategies to address cultural bias are related to the case study and supported by psychological evidence, although they could be further developed with greater specificity and detail.