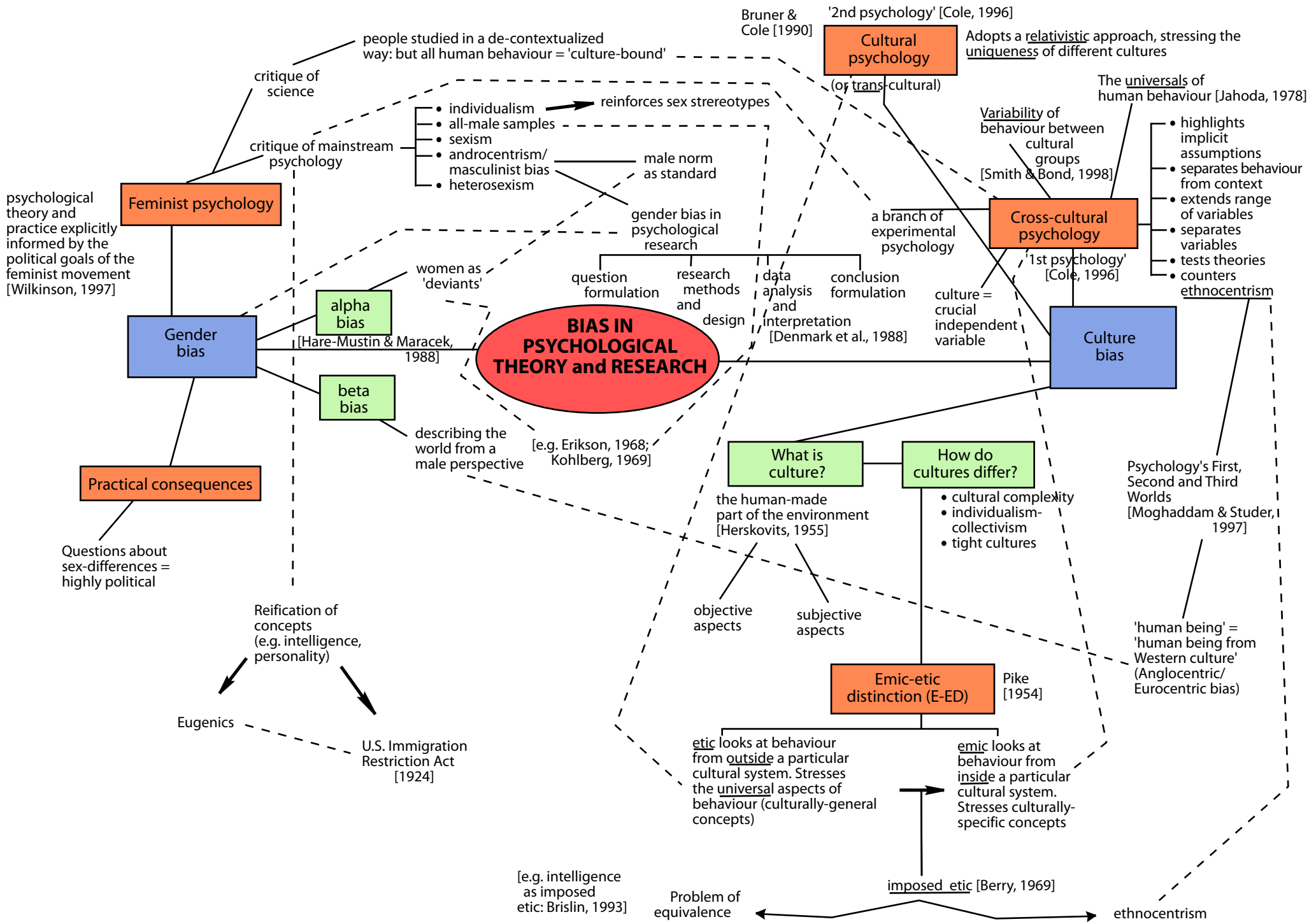
BIAS IN PSYCHOLOGICAL THEORY and RESEARCH
Gender bias
Feminist psychology
psychological theory and practice explicitly informed by the political goals of the feminist movement [Wilkinson, 1997]
critique of science
people studied in a de-contextualized way: but all human behaviour = 'culture-bound'
critique of mainstream psychology
individualism
all-male samples
sexism
androcentrism/ masculinist bias
heterosexism
reinforces sex strereotypes
male norm as standard
gender bias in psychological research
alpha bias
[Hare-Mustin & Maracek, 1988]
women as 'deviants'
beta bias
describing the world from a male perspective
[e.g. Erikson, 1968; Kohlberg, 1969]
Practical consequences
Questions about sex-differences = highly political
Reification of concepts (e.g. intelligence, personality)
Eugenics
U.S. Immigration Restriction Act [1924]
question formulation
research methods and design
data analysis and interpretation
conclusion formulation
[Denmark et al., 1988]
Culture bias
culture = crucial independent variable
Cultural psychology
(or trans-cultural)
Bruner & Cole [1990]
'2nd psychology' [Cole, 1996]
Adopts a relativistic approach, stressing the uniqueness of different cultures
a branch of experimental psychology
Cross-cultural psychology
'1st psychology' [Cole, 1996]
Variability of behaviour between cultural groups [Smith & Bond, 1998]
The universals of human behaviour [Jahoda, 1978]
highlights implicit assumptions
separates behaviour from context
extends range of variables
separates variables
tests theories
counters ethnocentrism
What is culture?
the human-made part of the environment [Herskovits, 1955]
objective aspects
subjective aspects
How do cultures differ?
cultural complexity
individualism-collectivism
tight cultures
Psychology's First, Second and Third Worlds [Moghaddam & Studer, 1997]
'human being' = 'human being from Western culture' (Anglocentric/ Eurocentric bias)
Emic-etic distinction (E-ED)
Pike [1954]
etic looks at behaviour from outside a particular cultural system. Stresses the universal aspects of behaviour (culturally-general concepts)
emic looks at behaviour from inside a particular cultural system. Stresses culturally-specific concepts
imposed etic [Berry, 1969]
[e.g. intelligence as imposed etic: Brislin, 1993]
Problem of equivalence
ethnocentrism