

CROSS-CULTURAL RESEARCH METHODS

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MEASUREMENT AND EVALUATION

- Culture is the core concept
 - Needs specificity
 - “Fading quality of culture”
 - Within vs. Between group variances
 - **Measure it or Lose it**
 - Multiple measures
 - Individual Level
 - Collective Level
 - Multiple evaluative criteria
- One example
 - Computer Supported Collaboration

MEASUREMENT AND EVALUATION

- Move beyond Hofstede
 - GLOBE Study
- Go back to Bartlett's schemas
- Deal with “demand characteristics” of experimental settings
- Ecologically cognitive approach to culture

QUESTIONS!