



Invitation to a guest-lecture by



Prof. Dr. Fons van de Vijver, Tilburg University in The Netherlands

Title: Issues in the Analysis of Large Scale Data in Cross-Cultural Psychological Studies

Day: Thursday, October 30, 2008

Time: 10-12 am

Room: BIN 5.D.15, Binzmühlestrasse 14/7, 8050 Zürich

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Abstract

Cross-cultural studies in which psychological data sets are compared have to deal with various methodological issues. The main questions are: (a) Does an instrument measure the same in all cultural groups? (b) What do the observed cross-cultural differences in scores mean? A conceptual framework of bias and equivalence is presented that explains how methodological issues can be viewed. It is explained how good designs, instrument choice and adaption, and statistical analyses can help to make cross-cultural score differences easier to interpret.

Relevant references

- Van de Vijver, F. J. R., & Leung, K. (1997). *Methods and data analysis for cross-cultural research*. Newbury Park, CA: Sage.
- Van de Vijver, F. J. R., & Tanzer, N. K. (2004). Bias and equivalence in cross-cultural assessment: An overview. *European Review of Applied Psychology*, 54, 119-135.
- Vandenberg, R. J. & Lance, C. E. (2000). A review and synthesis of the measurement invariance literature: Suggestions, practices, and recommendations for organizational research. *Organizational Research Methods*, 3, 4-70.

Short bio

Fons van de Vijver has studied psychology at Tilburg University in the Netherlands. He holds a Ph.D. from the same university (1991). He has published over 250 publications, mainly in the domain of cross-cultural psychology. Bias and equivalence have been main topics in his work. In addition, he has studied cross-cultural differences and similarities in various cognitive functions, such as inductive reasoning and memory. A final theme in his work involves psychological acculturation and multiculturalism. Fons van de Vijver has field experience in Southern Africa, Libya, and Turkey. He holds a chair in cross-cultural psychology at Tilburg University, the Netherlands; in addition, he is extraordinary professor at North-West University, South Africa. He is the past editor-in-chief of the *Journal of Cross-Cultural Psychology*. He is on the board of the European Journal of Psychological Assessment, the International Journal of Testing, and the Asian Psychologist; he is a regular ad-hoc reviewer of manuscripts for several journals. He is the current vice-dean for research and former vice-dean for education of his faculty and vice-director of Babylon, the interdisciplinary research center for studies of multicultural societies at Tilburg University. He is past-president of Division 2 (Assessment and Evaluation) of the International Association of Applied Psychology.