Some Guidelines for Cross-Cultural Research

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Some Guidelines for Cross-Cultural Research

- **Study Motivation and Logic**
- **Theoretical Framework**
  - A firm theoretical footing or platform leads to more robust designs and enhances validity.
  - Avoids CC findings that are ends in themselves rather than means of exploring more general processes.

Some Guidelines for Cross-Cultural Research

- Use multiple cultures
- The selection of cultures should ideally be theory-driven
- If the data are combined, provide culture-specific analysis in addition to one based on the pooled data
### Some Guidelines for Cross-Cultural Research

**Amazon Turk in 43 Countries**

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>7</td>
<td>Barbados, Martinique, Canada, United States, US Virgin Islands, French Guiana, Guadeloupe</td>
</tr>
<tr>
<td>Africa</td>
<td>4</td>
<td>Botswana, Mayotte, Reunion, South Africa</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>10</td>
<td>Australia, Japan, New Caledonia, New Zealand, Hong Kong, Taiwan, French Polynesia, Singapore, Malaysia, Korea, China</td>
</tr>
<tr>
<td>Europe</td>
<td>22</td>
<td>Austria, Finland, Ireland, Italy, Netherlands, France, Germany, Slovenia, Spain, Denmark, Estonia, Iceland, Kuwait, Luxembourg, Poland, Sweden, Switzerland, United Kingdom</td>
</tr>
</tbody>
</table>

### Multinational Research Teams
- Team members from cultures relevant to the project.
- A multinational research team can reduce the possibility of plausible alternative hypotheses.

### Equivalence

**Research setting considerations**
- Temporal equivalence
- Market structure equivalence
- Industry structure equivalence

**Research instrument considerations**
- Functional equivalence
- Definitional equivalence
- Conceptual equivalence
- Stimulus equivalence
- Measurement (metric) and gradation equivalence

**Unit of Analysis...**
- is intertwined with the theoretical base and is critical to the development of robust studies.
Some Guidelines for Cross-Cultural Research

Sampling process is study-specific and should accurately represent the domain being studied. For example:
- In CC advertising studies, ads selected should be representative of typical media usage in each market.
- Watch for “cultures of origin,” e.g., in investigating home-country firms, make sure targeted population and sample are locally-based firms.

Cultural Considerations
- Investigations often have a sharp focus on establishing cultural differences, ....
- but there is an acute need for establishing cultural similarities upon which successful global or standardized planning can be based.

Relevant Dimensions of Culture
- Cultural differences need to be articulated within the context of a well-grounded theory prior to the investigation.
- A common shortcoming in CC research is the use of culture as an unspecified construct which is not articulated within a well-grounded theory or conceptual framework.
- Hofstede’s national culture framework is best applied at the aggregate level.

Best Practices
- Methodology Checklist and Limitations
  - Develop a cross-cultural methodology checklist, including a limitations section that addresses various cross-cultural considerations.
Some Guidelines for Cross-Cultural Research

Best Practices (continued)

- **Full Disclosure**
  - Transparency and thoroughness in the final report is a must. Oftentimes, the validity of a study cannot be assessed because of missing information.
  - **Data Access and Research Transparency (DART)** (*JIBS*, 2020), including [pre-registration for experiments](https://www.cos.io/our-services/prereg) (Nosek et al., 2018).
  - **Center for Open Science**: [https://www.cos.io/our-services/prereg](https://www.cos.io/our-services/prereg)

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Special Issue of the

*Journal of International Business Studies*

**Business Model Innovations in a Disruptive Global Environment:**
An International Marketing Perspective

Deadline for submission:
June 30, 2021

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Adding Micro Networks and Text Analysis to the Toolbox of Cross-Cultural Research

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Outline of Topics

- Challenges in cross-cultural research and the need for multiple methods
- Two examples of incorporating micro networks and text analysis in IB research
- New developments & discussion

Challenges & Rival Hypotheses Call for Multiple Methods

Gelfand, Raver, & Ehrhart (2002)

Mental Models in Intra- & Intercultural Negotiations

Use Concept Maps to Measure Mental Models


Liu & Dale, 2009; Liu, Friedman, Barry, Gelfand, & Zhang, 2012

Mental Models in Intra- & Intercultural Negotiations

Micro Network Analysis for Consensus

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Liu & Dale, 2009; Liu, Friedman, Barry, Gelfand, & Zhang, 2012
Combination of Methods to add Validity & Reliability:
- Concept maps + Established measures + pre- & post measures
- Network analysis
- Multiple experiments

Research Question:
How does metaphorical language documented in public reports and corporate communication of international joint ventures impact outcomes?

S1: Establish metaphor use across cultures & languages
S2: Interviews of key informants of IJVs
S3: Longitudinal study of news and corporate reports (human coding + LIWC)

Liu, Friedman, Barry, Gelfand, & Zhang, 2012
Liu, Adair, & Bello, JIBS, 2015
Liu, Adair, & Bello, JIBS, 2015

Metaphors Study

One manager states his alliance is “a marriage made in heaven” (Crooks, 2011 Financial Times).

Another article describes the disputes between two alliance partners as, “a house divided.” “The feud ... resembles a particularly messy marriage breakdown,” conveying rocky and competitive relationship (Guthrie, 2011:14 Financial Times).

“The big patriarch (parent company) came to the boardroom with both a stick and some carrots.”

Research Question:
How does metaphorical language documented in public reports and corporate communication of international joint ventures impact outcomes?

Liu, Adair, & Bello, JIBS, 2015
Short, McKenny, & Reid, 2018
Tidy Text Mining in R: Networks of Words

Word network in titles

Word network in descriptions

New Developments:
- **Machine Learning** (e.g., Tidhar & Eisenhardt, 2020)
- Authenticity Analysis
- AI

But → Tools are not perfect
→ Can’t replace ideas!

Words with the greatest contributions to positive/negative sentiment scores in the Usenet text
e.g. Belt and Road policies, media, and FDI

Sentiment Analysis in Language

Correlation network in keywords

Tidy Text Mining in R: Networks of Words
“Research is formalized curiosity. It is poking and prying with a purpose. It is a seeking that he who wishes may know the cosmic secrets of the world and they that dwell therein.”

--- Zora Neale Hurston

References