

# CONTENTS

About The Series	7
Preface	9
Acknowledgments	10
<b>Part I. Background</b>	
<b>1. Issues and Strategies in Cross-Cultural Psychology</b>	<b>13</b>
Cross-Cultural Psychology	15
<i>The Meaning of Culture</i>	15
<i>An Illustrative Study</i>	17
<i>Problems in Cross-Cultural Psychology</i>	18
<i>Emic Versus Etic Considerations</i>	19
<i>Cross-Cultural Psychology and Cultural Anthropology</i>	19
<i>Studies Comparing Small Versus Large Numbers of Cultural Groups</i>	20
<i>Cultural Comparison Variables</i>	22
<i>Hofstede's Study of Work-Related Values</i>	24
<i>Williams and Best's Study of Sex Stereotypes</i>	25
An Overview of the Book	29
Summary	30
<b>2. Gender, Self-Concept, and Sex-Role Ideology</b>	<b>32</b>
<i>Self-Concept: Generic = Actual + Ideal</i>	32
<i>Self-Concepts of Men and Women</i>	33
<i>Choice of Assessment Instrument</i>	35
Masculinity/Femininity	36
<i>Considerations in the Measurement of Sex Stereotypes</i>	39
<i>Considerations in the Assessment of the Individual</i>	40
<i>Methods for the Assessment of Psychological Masculinity/Femininity</i>	
<i>Via Self-Descriptions</i>	43
Sex-Role Ideology	54
Summary	57
<b>Part II. Tactics</b>	
<b>3. Research Plan and Methods</b>	<b>61</b>
General Plan of the Project	61
Description of the Method	62
Subjects	62
<i>Questionnaire Materials and Administration</i>	64
<i>Cultural Comparison Variables</i>	66
<i>Relations Among Comparison Variables</i>	70

Critique of the Method	72
<i>The Sample of Countries</i>	72
<i>Comprehensive Self-Descriptions and Ideal Self-Descriptions</i>	73
<i>Scoring Masculinity/Femininity Relative to Local Sex Stereotypes</i>	73
<i>Examination of Both Self and Ideal Self</i>	74
<i>Use of Scaled Items in Scoring M/F</i>	74
<i>Use of Composite M/F Scores</i>	75
<i>Scoring for Intrasubject Diversity in M/F</i>	75
<i>Use of M% Scores Instead of Standard Scores</i>	76
<i>Translation of Materials</i>	77
<i>The Sex-Role Ideology Measure</i>	78
<i>The Affective Meaning Scoring System</i>	79
<i>Use of University Students as Subjects</i>	80
Summary	83

### Part III. Discoveries

<b>4. Sex-Role Ideology</b>	<b>87</b>
<i>Summary of Method</i>	88
<i>Mean Sex-Role Ideology (SRI) Scores</i>	88
<i>SRI and Cultural Comparison Variables</i>	93
Summary	94
<b>5. Affective Meanings of Self-Concepts</b>	<b>96</b>
<i>Scoring System</i>	98
<i>Strength Analysis</i>	99
<i>Activity Analysis</i>	105
<i>Favorability Analysis</i>	110
<i>A Comparison of Ranges for the Three Affective Meaning Factors</i>	114
<i>Affective Meaning Composite Scores</i>	114
Summary	117
<b>6. Masculinity/Femininity of Self-Concepts</b>	<b>118</b>
<i>Group Means of Individual Mean M% Scores</i>	122
<i>Correlations Among Self and Ideal-Self Means Within Countries</i>	122
<i>Correlations of Means with Sex-Role Ideology Scores Within Country</i>	124
<i>Rank Orders of Group Means</i>	126
<i>Correlations of Group Means with Comparison Variables</i>	128
<i>Masculinity/Femininity Adjusted for Item-Pool Means and Variances</i>	128
Summary	133
<b>7. Diversity in Masculinity/Femininity of Self-Concepts</b>	<b>135</b>
<i>Independence of Means and Variances</i>	136
<i>Grand Means of Variance M% Scores</i>	137
<i>Correlation of Self and Ideal-Self Variances Within Each Country</i>	139
<i>Correlations of Variances with Sex-Role Ideology Within Countries</i>	140
<i>Rank Orders of Mean Variance Scores</i>	141
<i>Correlation of Mean Variances with Comparison Variables</i>	142

<i>Correlation of Group Means and Variances Across Countries</i>	145
Summary	146
<b>Part IV. Outcomes</b>	
<b>8. Summary Of Findings: Cross-Cultural Similarities and Differences</b>	<b>151</b>
Cross-Cultural Similarities	152
<i>Affective Meaning</i>	152
<i>Masculinity/Femininity</i>	154
<i>Diversity of Masculinity/Femininity</i>	156
<i>Sex-Role Ideology</i>	157
Cross-Cultural Differences	158
<i>Sex-Role Ideology</i>	158
<i>Work-Related Values</i>	160
<i>Economic-Social Development</i>	161
<i>Status of Women</i>	163
<i>Religion</i>	164
<i>Urbanization</i>	166
<i>Latitude</i>	166
<i>An Integration of Findings Regarding Cross-Cultural Differences</i>	167
Summary	171
<b>9. Retrospect and Prospect: A Broader View</b>	<b>172</b>
Some Methodological Considerations	173
<i>Sex-Role Ideology</i>	173
<i>Affective Meanings of Self-Concepts</i>	174
<i>Self-Concepts Scored for Masculinity/Femininity</i>	176
Directions for Future Research	178
<i>Sex-Role Ideology</i>	178
<i>Affective Meaning Scoring Systems</i>	179
<i>Relation of Self-Concepts and Gender Roles to Socioeconomic Differences</i>	180
<i>Measures of Intraperson Diversity</i>	181
In Conclusion	183
Summary	184
<b>Appendixes</b>	
<b>Appendix A</b>	<b>187</b>
<b>Appendix B</b>	<b>199</b>
<b>References</b>	<b>201</b>
<b>Author Index</b>	<b>209</b>
<b>About The Authors</b>	<b>212</b>