

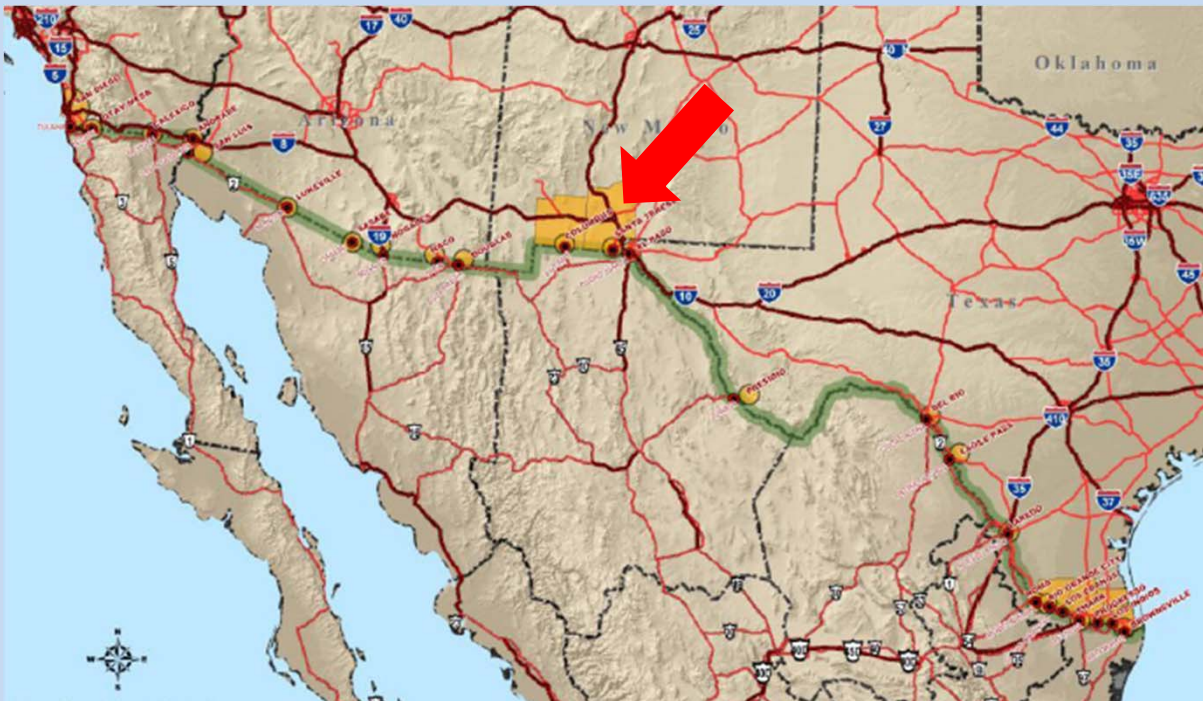
Implicitly Assessing Overlap of Cognitive, Cultural Identities in Bicultural, Mexican American Individuals

Garrett Strosser

New Mexico State University

Worldwide Cultural Change

- Worldwide, an increasing number of individuals are becoming bicultural and identifying with two cultures. (Suarez-Orozco & Suarez-Orozco, 2001; U.S. Census Bureau, 2007; Zhou, 1997)



Biculturalism

- Culture has been shown to influence many aspects of the self. (Heine, Lehman, Markus, & Kitayama, 1999; Gardner, Gabriel, & Lee, 1999; Markus & Kitayama, 1991; Trafimow, Triandis, & Goto, 1991)
- Research has started to address the question of how does exposure to more than one culture impact the nature of the self arises. (Hong, Morris, Chiu, & Benet-Martínez, 2006; Ramirez-Esparza, Gosling, Benet-Martínez, Potter, & Pennebaker, 2006)

Previous Research on Bicultural Assessment

- Individual differences in one's bicultural identity vary widely. (Berry & Sam, 1997; LaFromboise, Coleman & Gerton, 1993; Haritatos & Benet-Martínez, 2002)
- Common dimensions of conflict and distance are included in bicultural assessment in a number of models.
- Implicit measures can often overcome some problematic aspects of explicit assessment particularly in valenced evaluations.

Regional Cultural Influences

- Conflict—the perceived extent to which individuals feel the two cultures conflict with each other.
 - Arizona immigration law
 - Drug violence in Juarez
- Distance—the perceived extent to which an individual keeps the two cultures separate versus blended together



Language & Culture

- Using language as a prime has been shown to be a successful manipulation for accessing aspects of culture (Trafimow, Silverman, Fan, & Law, 1997).
- Order of recall of information can be an indicator of cognitive organization (Roenker, Thompson, & Brown, 1971).

Research Objectives

- Identify relations between explicit and implicit measures of bicultural identity assessment in the domains of perceived cultural conflict and distance.
- Identify potentially new cognitive domains that are related to perceived cultural conflict and distance.

Participants

- N=130 (88 Female, $M_{\text{age}} = 20.23$ years) from a medium-sized, southwestern U.S. university
- Must identify as:
 - Mexican American and speak a “Moderate Proficiency” of Spanish

Item	M	SD	Range
Level of Spanish proficiency (7 pt. Likert-scale)	5.20	1.00	2 – 6
Age learned Spanish (Years)	2.99	2.83	0.5-15
Age learned English (Years)	5.02	3.21	1-15
Number of trips made to Mexico in lifetime	104.50	156.18	0-1000
Number of family members living in Mexico	37.44	29.46	0-100
		Number	Percentage
Language spoken first			
Spanish	87		65.9%
English	22		16.7%
Learned English and Spanish at same time	21		15.9%
Generation of immigration			
First generation (Participant immigrated)	13		10.1%
Second generation (Participant’s parents immigrated)	58		44.6%
Third generation	37		28.5%
Fourth generation	7		5.4%
Fifth generation	3		2.3%
Sixth generation	6		4.6%
Family residing in area when land obtained by U.S.	3		2.3%
Not a citizen of the U.S.	2		1.5%

Materials & Methods

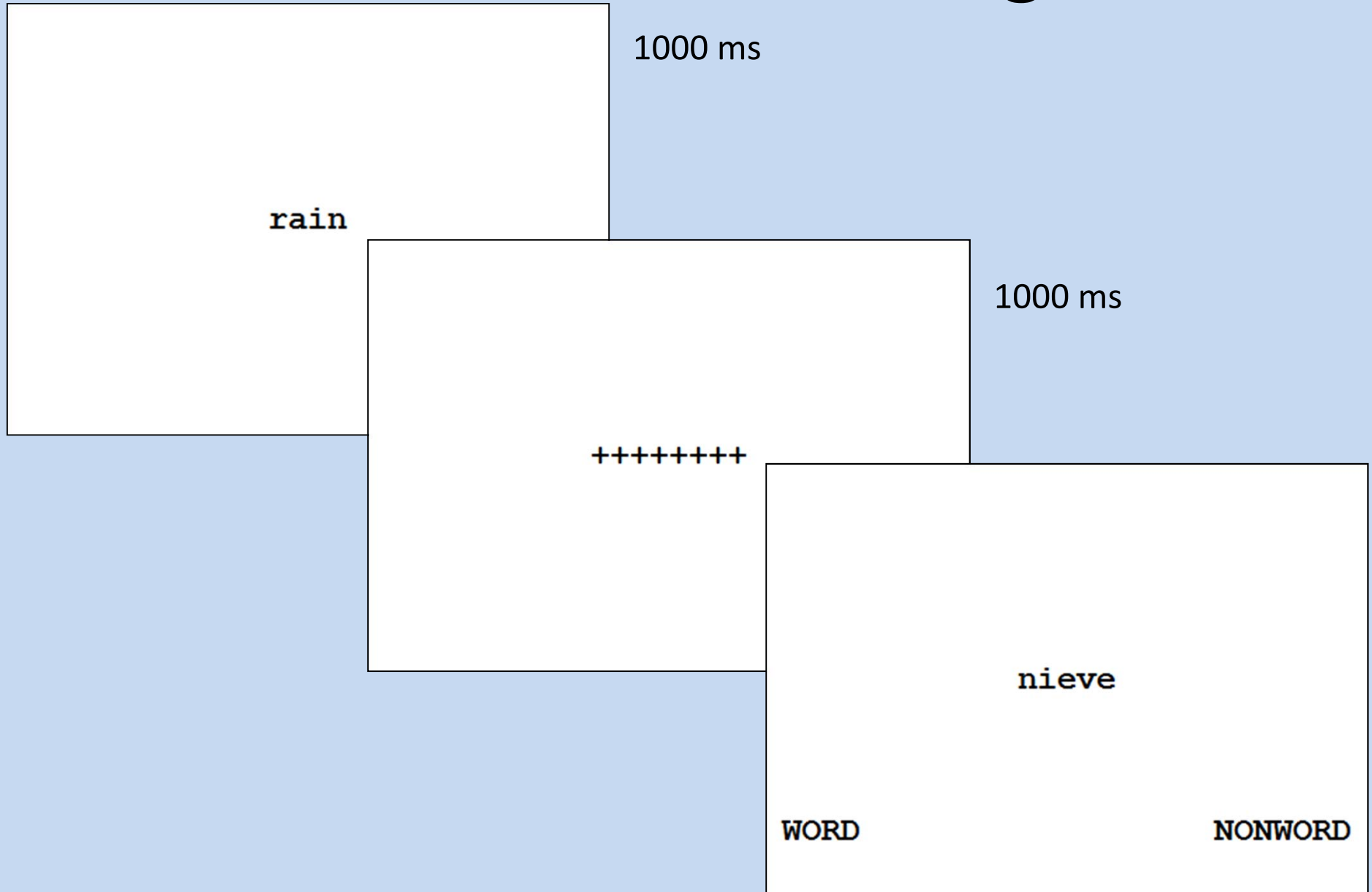
- **Explicit Measures:**
 - Bicultural Identity Integration Scale (BII), (Haritatos & Benet-Martínez, 2002)
 - Feel/Think/Act Mexican & American Scale
 - “In my opinion, I tend to Feel/Think/Act like the typical Mexican/American.”
- **Implicit Measures:**
 - Clustering in Free-Recall Task (ARC), (adapted from Roenker et al., 1971)
 - Lexical Decision-Making Task, (adapted from Meyer & Schvaneveldt, 1971)

Clustering in Free-Recall Task

horno

How many vowels are in this word?
(Please type your answer.)

Lexical Decision-Making Task



Results—BII

- Individual scores for 1. Overall BII, 2. Distance, and 3. Conflict scales were calculated by summing responses.
- Cronbach's reliability coefficients:
 - 1. Overall BII ($\alpha = .58$)
 - 2. Distance ($\alpha = .38$)
 - 3. Conflict ($\alpha = .75$)
- Conflict: $M = 10.60^*$, $SD = 5.81$
- Distance: $M = 11.18^*$, $SD = 4.39$

*Possible Range of 4 to 28

Results—Feel/Think/Act Mexican & American Scales

- Individual scores were calculated by summing related items for each scale.
- Cronbach's reliability coefficients:
 - Feel/Think/Act Mexican ($\alpha = .86$)
 - Feel/Think/Act American ($\alpha = .86$)
- Feel/Think/Act scales negatively correlated with each other, $r(129) = -.30, p = .001$.
- An Absolute Difference Score was also created to assess the impact of cultural identity discrepancies on an individual.

Results—Explicit Measures

- Correlations between the BII and Feel/Think/Act American and Mexican scales:

Item	Conflict	<u>BII</u> Distance	Overall BII
Feel/Think/Act			
American	.002	-.40**	-.23*
Mexican	.05	.04	.06
Absolute Difference Score	-.20*	.31**	.03

Note. The Absolute Difference Score takes the absolute value of the difference between the American and Mexican Feel/Think/Act scales.

* $p < .05$. ** $p < .01$.

Scoring—Lexical Decision Making Task

- Erroneous responses removed from analyses
- Individual scores calculated by subtracting different language prime/target average (over “different language” SD) from same language prime/target average (over “same language” SD).
- Manipulation Check:
 - Different language prime/target pairings took longer to classify ($M= 858$ ms) than same language prime/target pairings ($M=842$ ms), $t(128) = -2.08, p = .04$

Scoring—Clustering in Free Recall

- An Adjusted Ratio of Clustering (ARC) score was calculated for each individual participant.
 - Scores range from -1 (lowest possible clustering) to +1 (highest possible clustering)
 - Scores of 0 represent chance level of clustering
- Participants who failed to recall at least 1 word correctly were excluded from the data analysis ($n=7$).

Results—Implicit & Explicit Measures

- Correlations between the two implicit and two explicit measures:

Explicit Measure	<u>Implicit Measure</u>	
	Clustering in Free-Recall Task	Lexical Decision Task
BII		
Conflict	.19*	.06
Distance	-.07	-.03
Feel/Think/Act		
American	.16	.04
Mexican	-.06	-.01
Absolute Difference Score	-.22*	.04

Note. The Absolute Difference Score takes the absolute value of the difference between the American and Mexican Feel/Think/Act scales.

* $p < .05$.

Results—Implicit Measures

- Clustering in Free-Recall (ARC) scores correlated with overall reaction times on the Lexical Decision Making Task, $r(123) = -.28, p = .002$.
- However, Clustering in Free-Recall scores were not correlated with Lexical Decision Making Task scores, $r(123) = -.04, p = .67$.

Conclusions

- Implicit measures in this study appear to add tentative findings to bicultural identity assessment.
- High clustering tends to be associated with
 - high bicultural conflict,
 - low discrepancy between American and Mexican identities,
 - and quicker RTs on the Lexical Decision Making Task.
- Low discrepancy between American and Mexican identities tends to be associated with
 - high bicultural conflict
 - and cultural distance.

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