

## Worksheet 5: Cultural differences answers

Key study	Country of origin	Features of sample	Cultural bias
<b>Savage and Armstrong (1990)</b>	UK	200 patients at a single general practitioner's surgery	Using only patients from the UK could have created cultural bias. There may be cultural differences between UK patients' willingness to criticise their GP and those in other countries.
<b>Yokley and Glenwick (1984)</b>	USA	2,101 American pre-schoolers from a public health clinic who were immunisation-deficient	Using only participants from a single city in the USA might limit generalisability. For example, there might be cultural differences in the influence of monetary incentives for countries with free at point of access healthcare.
<b>Brudvik et al. (2016)</b>	Norway	243 children who attended an emergency department	Level of agreement about pain between children and their parents could be influenced by cultural differences; for example, people's attitudes towards describing pain or the ways parents advocate for their children could vary between cultures.
<b>Bridge et al. (1988)</b>	UK	139 female radiology outpatients at a London hospital	There could be cultural differences in images that people find relaxing so it could be difficult to replicate this study cross-culturally. Likewise, people's attitudes towards what they find relaxing may also be rooted in the society in which they live.
<b>Shoshani and Steinmetz (2014)</b>	Israel	1,167 students aged 11-14 years from two middle schools	Reported differences in mental health between low-income and/or single parent households could relate to cultural differences in societal welfare resources or cultural attitudes towards 'high risk' groups identified in the study.