



## Worksheet 5: Cultural differences

Carrying out research using a narrow range of participants from a single country can create cultural bias in research, that is, where the findings of one study cannot be accurately applied to other cultures due to cultural differences.

For each of the key studies from the Consumer Approach, identify the country of origin, features of the sample which could affect generalisability and use these to think about sources of cultural bias. The first study has been completed for you:

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>			
<b>Brudvik et al. (2016)</b>			
<b>Bridge et al. (1988)</b>			
<b>Shoshani and Steinmetz (2014)</b>			