



Overall Goals of 3MC Research

TIMOTHY JOHNSON

UNIVERSITY OF ILLINOIS AT CHICAGO

2019 COMPARATIVE SURVEY DESIGN AND IMPLEMENTATION WORKSHOP

INSTITUTE OF PHILOSOPHY AND SOCIOLOGY OF THE POLISH ACADEMY OF SCIENCES

WARSAW, POLAND

3MC Research

- ▶ Multi-national contexts
- ▶ Multi-cultural contexts
- ▶ Multi-regional contexts

Quick Historical Overview

- ▶ WW II Strategic Bombing Surveys
- ▶ 1950s-70s: rapid growth in comparative surveys of international public opinion and public health (UNESCO, Roper...)
 - ▶ Almost immediate awareness of comparability problems
 - ▶ translation challenges & differences in data collection norms
 - ▶ Communication problems & power asymmetries among international investigators also quickly recognized; criticism of “safari research”
- ▶ 1980s-90s:
 - ▶ Establishment of ISSP, Barometers, World Values Survey, ESS
 - ▶ Emergence of comparative-by-design projects
- ▶ 2000-2019:
 - ▶ Development of training programs & guidelines; founding of CSDI
 - ▶ Integration of knowledge & experience into 3MC principles
- ▶ See Smith (2010) for detailed historical overview of 3MC development

From: *Advances in Comparative Survey Methods* (2019: 3)

“3MC methods emphasize the importance and address the comparability of survey data across nations, regions, and cultures. These methods represent an evolution of survey methodology away from opportunistic ad hoc international data collection and analysis activities toward more coordinated efforts in which the nations, regions, and cultures of interest have equal representation and share equal responsibility for study planning and leadership.”

Example of Wording Experiment

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“How would you rate the job Wendell Ford is doing as United States Senator from Kentucky...excellent, good, (fair/not so good), or poor?”

	Response Version	
	<u>“Fair”</u>	<u>“Not so good”</u>
Excellent	15.1%	14.9%
Good	46.5	65.1
Fair/not so good	30.2	8.2
Poor	2.5	2.8
Don't know	5.8	5.2
N	(325)	(355)

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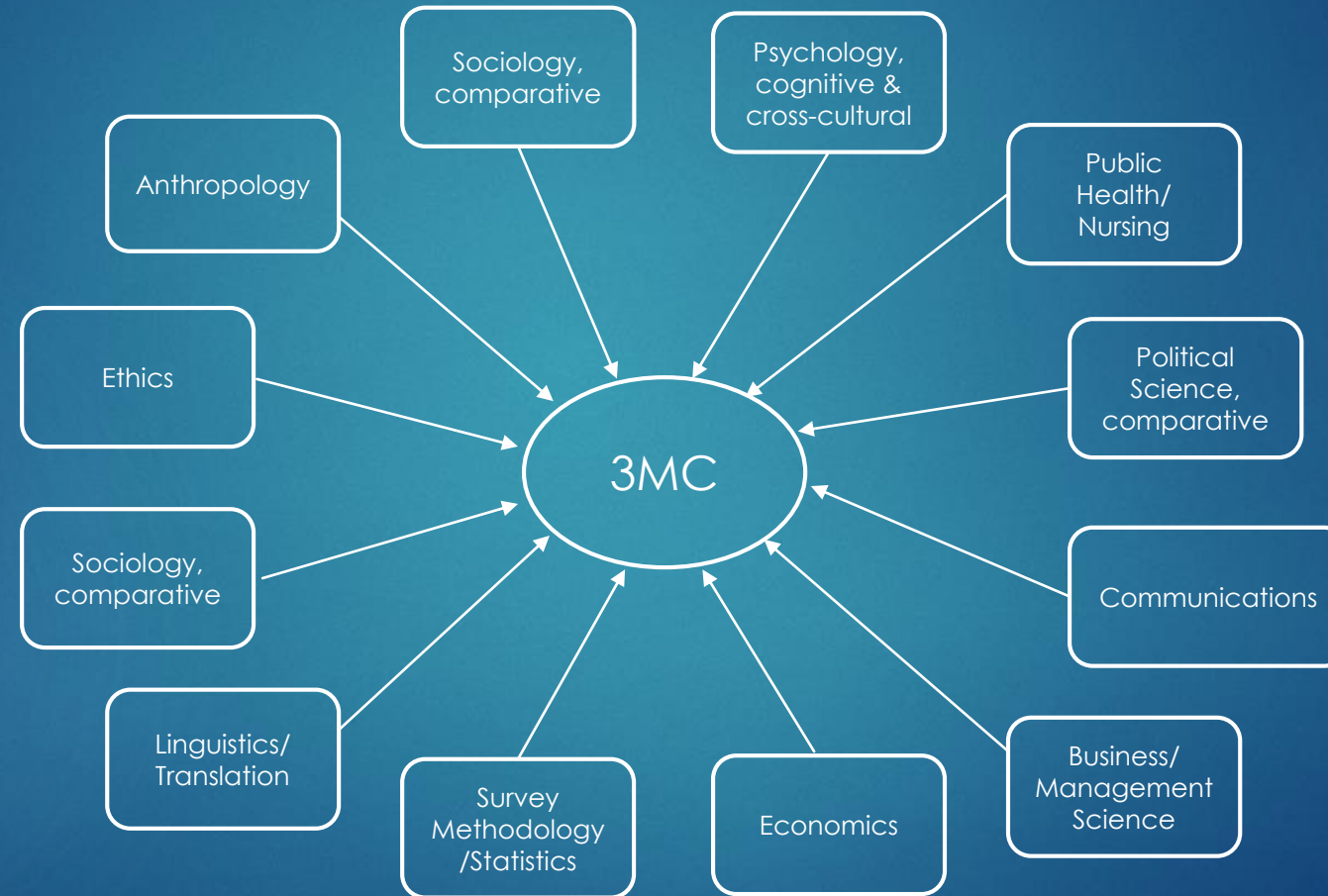
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Contributors to 3MC Research



The Search for Equivalence

- ▶ Notions and definitions of equivalence exist in many disciplines
 - ▶ The most developed typology is found in cross-cultural psychology
- ▶ Is now an over-abundance of conceptualizations of equivalence
 - ▶ Considerable confusion regarding status of competing and overlapping definitions
 - ▶ No current consensus
 - ▶ A barrier to continued progress in 3MC research?

Current Notions of Equivalence

- ▶ Approximate equivalence
- ▶ Calibration equivalence
- ▶ Categorical equivalence
- ▶ Communicative equivalence
- ▶ Complete equivalence
- ▶ Conceptual equivalence
- ▶ Construct equivalence
- ▶ Construct operationalization
- ▶ Context equivalence
- ▶ Contextual equivalence
- ▶ Credible equivalence
- ▶ Criterion equivalence
- ▶ Cross-cultural equivalence
- ▶ Cross-national equivalence
- ▶ Cultural equivalence
- ▶ Data equivalence
- ▶ Definitional equivalence
- ▶ Direct equivalence
- ▶ Dynamic equivalence
- ▶ Exact equivalence
- ▶ Experiential equivalence
- ▶ Factor equivalence
- ▶ Factorial equivalence
- ▶ Formal equivalence
- ▶ Full equivalence
- ▶ Full score equivalence
- ▶ Functional equivalence
- ▶ Grammatical equivalence
- ▶ Grammatical-syntactical
- ▶ Indicator equivalence
- ▶ Idiomatic equivalence
- ▶ Institutional equivalence
- ▶ Inter-cultural equivalence
- ▶ Interpretive equivalence
- ▶ Instrument equivalence
- ▶ Instrumentation equivalence
- ▶ Item equivalence
- ▶ Language equivalence
- ▶ Lexical equivalence
- ▶ Linguistic equivalence
- ▶ Literal equivalence
- ▶ Meaning equivalence
- ▶ Measurement equivalence
- ▶ Measurement model equivalence
- ▶ Measurement model equivalence
- ▶ Measurement unit equivalence
- ▶ Metaphorical equivalence
- ▶ Metric equivalence
- ▶ Motivational equivalence
- ▶ Normative equivalence
- ▶ Operational equivalence
- ▶ Pragmatic equivalence
- ▶ Procedural equivalence
- ▶ Pseudo equivalence
- ▶ Psychological equivalence
- ▶ Psychometric equivalence
- ▶ Relational equivalence
- ▶ Relative equivalence
- ▶ Response equivalence
- ▶ Sampling equivalence
- ▶ Scale equivalence
- ▶ Scalar equivalence
- ▶ Semantic equivalence
- ▶ Situational equivalence
- ▶ Statistical equivalence
- ▶ Stimulus equivalence
- ▶ Structural equivalence
- ▶ Substantive equivalence
- ▶ Syntactic equivalence
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Is Equivalence an Ideal Type?

- ▶ Verba, Nie & Kim (1978) regarded complete equivalence as a hypothetical achievement that is unattainable in practice
- ▶ Mohler & Johnson (2010) suggest equivalence is a philosophical term that implies it is possible to find fully equivalent or identical dimensions across cultures
 - ▶ They advise focusing instead on the more realistic goal of comparability
- ▶ Comparability defined as the possibility of measuring the similarity (measurement overlap) of well-defined characteristics of two or more objects under observation using scientific methods
- ▶ Padilla & van de Vijver (2019) open a dialogue regarding notions of equivalence, comparability & validity theory within psychometrics

Future Goals

- ▶ Develop consensus regarding shared definitions and terminology that are useful for all 3MC research
 - ▶ Future CSDI meetings might begin doing this
- ▶ Continue to work to establish 3MC as a recognized sub-field of survey and social science research methodology and practice