

# ACCULTURATION ORIENTATIONS: WHAT ARE WE REALLY MEASURING?

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# Acculturation: Issues in Conceptualisation and Measurement

- Two dimensions or four categories?
- Which two dimensions?
  - Cultural maintenance and intercultural contact
  - Cultural maintenance and cultural adoption
- Behaviours or cognitions?
- Which cognitions: Identity or attitudes?



America



Europe & Africa



Asia & Australia

# THE STUDY



# RESEARCH SAMPLE

- 317 first generation migrants in NZ
- 55.7% female
- Age: 15-86 years (M = 38.8, SD = 12.0)
- LoR: 1-67 years (M = 8.16, SD = 9.44)
- Indians (28%), Pakistanis (14%), Chinese (10%), Filipino (10%)
- Religion: 28% Christian, 28% Muslim, 20% and Sikh
- 45% NZ citizens
- 19% native language English
- ELP: M = 4.25 (.60) on 5-point scale
- 86% tertiary educated

QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.

# RESEARCH CONTEXT: NEW ZEALAND

- 1 in 5 NZ residents are overseas born
- High level of cultural and linguistic diversity
- Strong multicultural ideology
- Preference for migrant integration

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# RESEARCH INSTRUMENT

- Measures of Acculturation
- Measures of Adaptation
  - Life Satisfaction ( $\alpha = .86$ )
  - Sociocultural Adaptation ( $\alpha = .88$ )
  - Identity conflict ( $\alpha = .89$ )
- Measures of Intercultural Relations
  - Perceived Discrimination ( $\alpha = .88$ )
  - Perceptions of NZers

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# ACCULTURATION MEASURES

# ACCULTURATION DIMENSIONS

- Cultural Maintenance
  - It is important that my ethnic group maintains its own culture in NZ.
- Participation
  - It is important that my ethnic group engages with the wider NZ society.
- Cultural Adoption
  - It is important that my ethnic group adopts NZ culture.





# ACCULTURATION INDEX (BEHAVIOURS)

- Actual and Ideal similarity to co-nationals ( $\alpha = .95$ ) and host nationals ( $\alpha = .93$ )
  - Food
  - Clothing
  - Cultural activities
  - Family life
  - Friendships
  - Communication styles
  - Etiquette
  - Time management

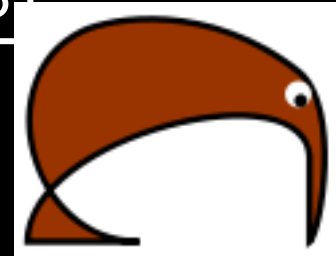




# ACCULTURATION ORIENTATIONS: CLASSIFICATION

# ACCULTURATION ORIENTATIONS: ATTITUDES

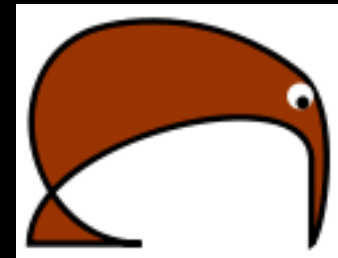
Cultural Maintenance x	Cultural Adoption		Engagement	
	%	N	%	N
Integrated	59	107	81	178
Separated	29	53	5	11
Assimilated	9	16	10	22
Marginalized	3	5	4	8



# ACCULTURATION ORIENTATIONS: BEHAVIOURS AND ATTITUDES

	Behaviours (Real)		Attitudes (Ideal)	
	%	N	%	N
Integrated	54	158	71	186
Separated	30	91	14	36
Assimilated	8	24	10	25
Marginalized	8	24	6	16

*Does not add to 100% due to rounding*



# ACCULTURATION AND ADAPTATION



# MAIN AND INTERACTION EFFECTS

	Maintenance x Adoption			Maintenance x Engagement			Acc Index (Real)			Acc Index (Ideal)		
	O	H	OxH	O	H	OxH	O	H	OxH	O	H	OxH
Life Sat		*			*			*			*	
SCAS								*	*			
Id Conf							*	*		*	*	
Per Discrim								*	*		*	
Per NZers		*						*		*		

# TRENDS

- **Acculturation Behaviours** relate more strongly to intercultural relations and adaptive outcomes than acculturation attitudes



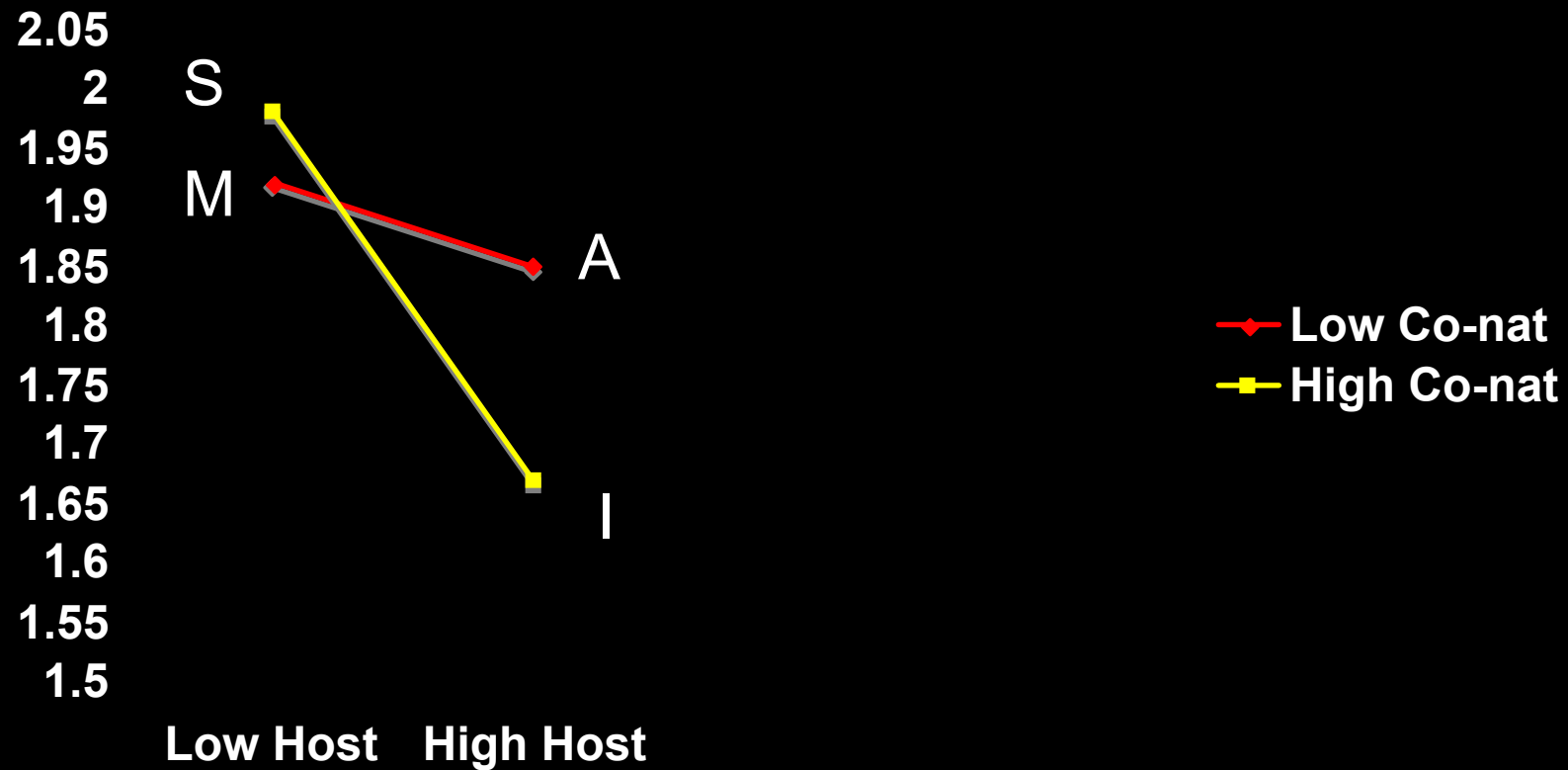
# BEHAVIOURAL ACCULTURATION

- Greater similarity to host culture
  - Greater life satisfaction
  - Fewer behavioural problems
  - Less identity conflict
  - Less perceived discrimination
  - More positive perceptions of NZers
- Greater similarity to co-nationals
  - Less identity conflict



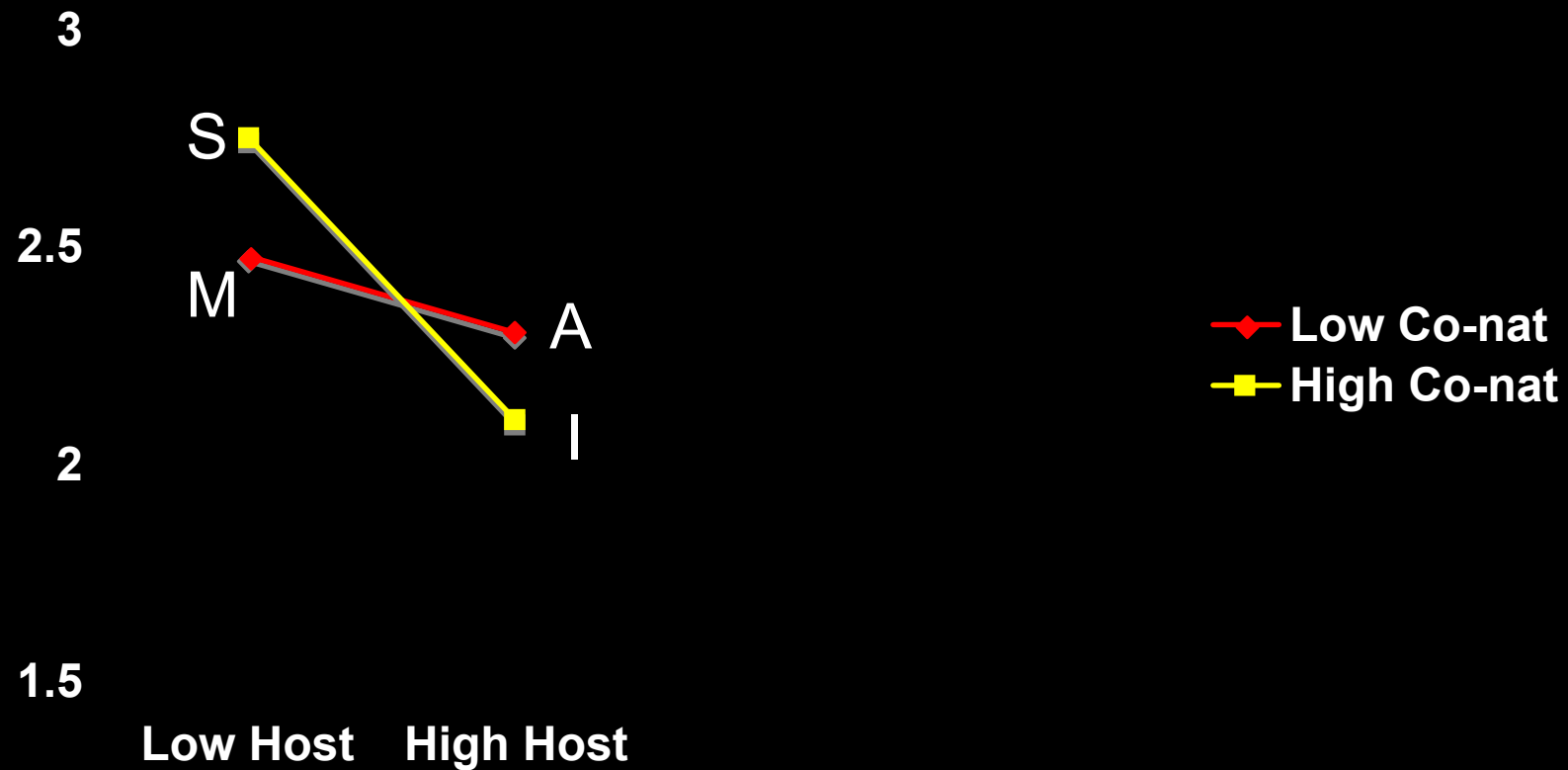


# SCAS PROBLEMS



$F(1, 299) = 3.77, p < .05$

# PERCEIVED DISCRIMINATION



$F(1, 300) = 4.22, p < .04$



# CONCLUSIONS

- Two dimensions: Cultural adoption and engagement have different consequences for the distribution of acculturation patterns
- Acculturation behaviours bear a stronger relationship to intercultural relations and migrant adaptation than acculturation attitudes
- There is some evidence that Integration is associated with the most favourable outcomes
- Acculturation researchers should be clear about **WHAT** they are measuring

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