



Developing a cultural values questionnaire designed for mothers and fathers from diverse ethnicities and for research on maternal health and child well being

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Introduction



- *Cultural values*—
 - Are commonly held standards of what is acceptable or unacceptable, important or unimportant, right or wrong, etc.
 - Affect behaviors that are beneficial or harmful to health.
- Our goal was to develop a brief *Cultural Values Questionnaire* for possible use in the National Children's Study.



Methods



A *Cultural Values Questionnaire* was developed through a systematic research process:

1. Literature review
2. Review of scales used in national surveys
3. Qualitative research
 - a. Focus groups
 - b. Cognitive Interviews
4. Pilot study



Review of Existing Scales



- Literature Review

- *Purpose:* To identify cultural values scales with strong psychometric properties that are relevant to maternal & child health and salient across ethnic groups.
- Review of 57 articles found nearly all scales were based on small samples, had marginal to good reliability, and average of 15 to 20 items.

- Review of National Surveys

- *Purpose:* To identify cultural values scales in large extant data sets for further measure development.
- Review of 19 large surveys found data tended to be old, based on non-USA or non-diverse samples, and cultural values scales were mainly one dimensional.



Candidate Scales for Specific Domains of Cultural Values



- Decided to select relevant scales or separate items identified through the reviews and develop them into a scale using qualitative research.
- Goal of developing a brief multi-dimensional scale of specific cultural values for use with diverse mothers and fathers.



Interpersonal Relations (*personalismo*)
(Ramos-Sanchez and Atkinson 2009; 7 items)



Individualism/Collectivism
(Schwartz et al. 2011; 8 items)



Machismo
(Cuellar et al. 1995; Lopez-Class scale items; Neff 2001; Villemez et al. 2007; 9 items)



Time Orientation
(Shipp et al. 2009; 8 items)



Focus Groups



- *Purpose:* To obtain input from parents of diverse ethnicity on the four cultural values domains and related questionnaire items.
- Two-hour Focus Groups conducted separately with mothers and fathers
- Input from participants included identifying:
 - Items most effective in capturing the domains and most relevant to pregnancy and parenting
 - Questions that were confusing (e.g., colloquialisms)
 - Words or phrasing to be revised (e.g., negative word, unknown words)



Cognitive Interviews



- *Purpose:* To ensure that questionnaire items and response categories were being interpreted as intended by diverse respondents.
- Two-hour Cognitive Interviews conducted with mothers and fathers of diverse ethnicity:
 - Participants read each question, think out loud when answering
 - Interviewer questions on understanding and comprehension of items, difficulty in answering, confusing parts, and participant's confidence in answering.
 - Participants identified items in each subscale that best reflect or represent the domain of interest.
- Based on participant input, reduced scale to 16 items and revised a confusing response category.



Pilot Study



- *Purpose:* To test instrument under actual survey conditions, provide final check on questions & response categories, and provide estimate of respondent burden.
- Pilot study—Interviews with parents of diverse ethnicity
- *Participant input* also on survey purpose, difficulty answering questions, and any questions to drop.
- *Interviewer input* on questions not understood or hard to answer, difficult response categories, and completion time.
- Few problems encountered in administering or completing the *Cultural Values Questionnaire*. Few changes made for final instrument.



Results of Research



- A brief 16-item *Cultural Values Questionnaire* developed for diverse mothers and fathers
- Measures four cultural domains:
 - Interpersonal Relations (*personalismo*)
 - *Machismo*
 - Individualism/Collectivism
 - Time Orientation
- Questions identified as *most relevant or important* to pregnant women or parenting
- Questions rephrased for clarity



Cultural Values Questionnaire— Selected items from subscales*



Interpersonal Relations (*personalismo*)

How strongly do you agree or disagree with the following statements?

- I am friendly toward people when I first meet them.
- When I see people I have known for a long time, I usually ask how their family is doing.

Machismo

How strongly do you agree or disagree with the following statements?

- A man should not show emotions.
- A man's #1 responsibility is his family.

Individualism/Collectivism

How strongly do you agree or disagree with the following statements?

- It is important that I do my work better than others.
- It is my duty to take care of my family, even when I have to sacrifice what I want.

Time Orientation

How often do you think in the way described in the following statements?

- I focus on what is currently happening in my life.
- I think about what the future has in store.

*All items are listed in the poster.



Conclusions



When developing measures of specific cultural values relevant to maternal health and child well-being and for possible use in the NCS, it is important to:

- Use a well-defined, logical measure development process
- Obtain input from mothers and fathers of diverse backgrounds
- Include cultural values that resonate across different ethnic groups.

