

Cultural Consonance and Health: An Overview with Special Reference to Measurement

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Cultural models

Cultural consonance is the degree to which individuals approximate, in their own beliefs and behaviors, the prototypes for belief and behavior encoded in shared cultural models

Cultural consonance

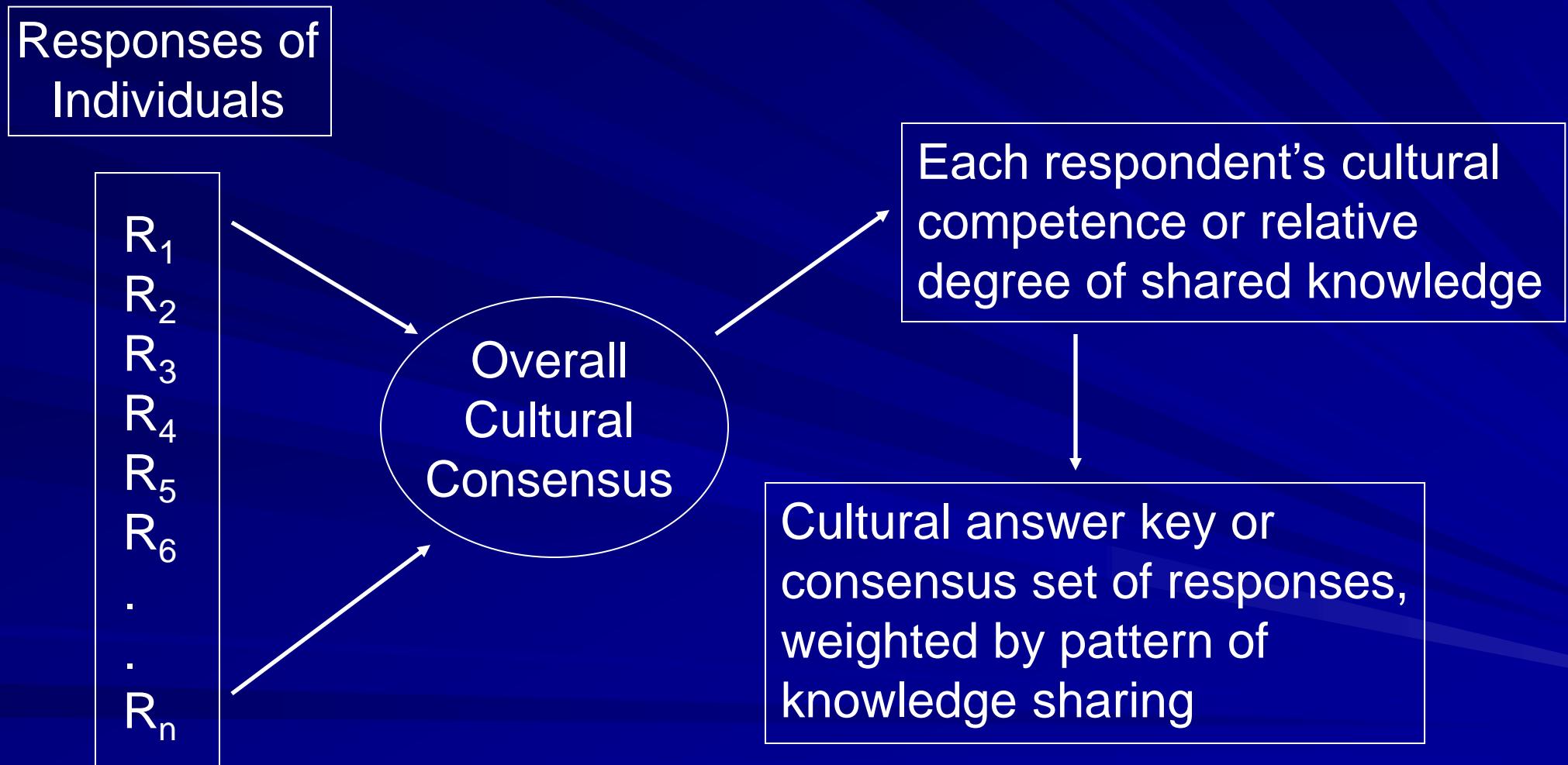
Health outcomes

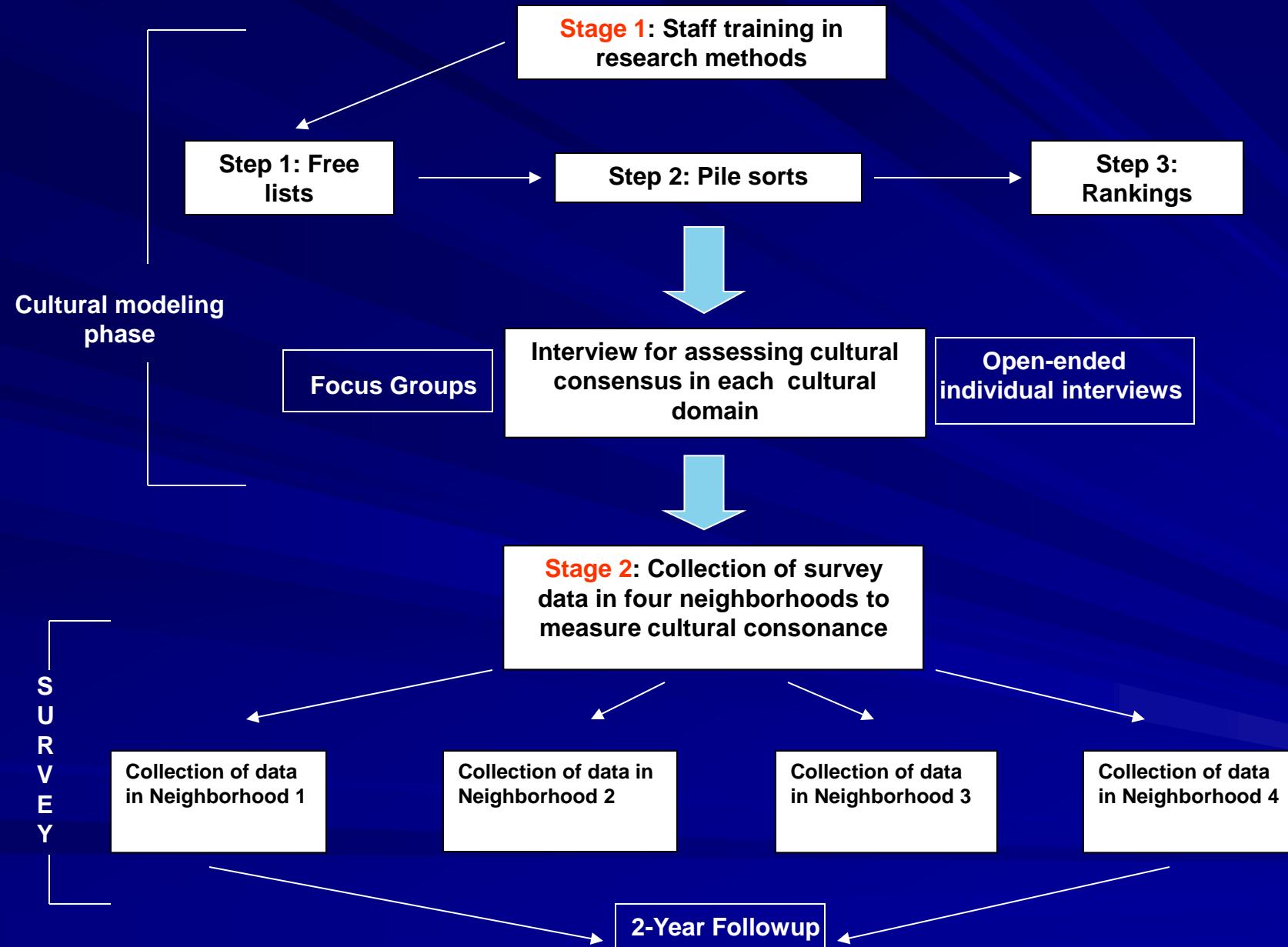
Cognitive culture theory

- Culture = shared knowledge
- A clear social ontology
- Applies to both social aggregates and individuals
- Facilitates the study of intracultural diversity
- Distinguishes culture from other social-psychological terms
- Links the cultural → the individual → the biological

The Cultural Consensus Model

(Romney, Weller and Batchelder 1986)







Cultural Domains

Lifestyle
Social support
Family Life
National character
Work and Education

Illustrative cultural domains

■ Lifestyle

- Material goods and leisure-time activities
- A performative dimension of class that represents status attainment in social interaction

■ Family life

- Characteristics constructing the good Brazilian family

Casa própria – House of one's own

Carro - Car

Geladeira - Refrigerator

Televisão - Television

Fogão - Stove

Roupas boas – Nice clothes

Boa comida – Good food

Móveis - Furniture

Aparelho de som – Sound system

Telefone - Telephone

Dinheiro suficiente para gastos – Money enough for extras

Microondas – Microwave oven

Computador - Computer

Dinheiro pela escola – Money for education

Máquina lavar roupas – Washing machine

Vídeo - VCR

Freezer - Freezer

Jóias - Jewelry

Acesso a Internet – Internet access

Uma chácara – Second home in the country

Celular - Cell phone

Assistir TV – Watch TV

Praticar esportes – Practice sports

Ler - Read

Ir ao cinema – Go to the movies

Fazer visitas – Visit people

Ir ao shopping – Go to the mall

Viajar - Travel

Ir ao clube – Go to a private club

Caminhar - Walk

Ir ao barzinho – Go to a bar

Descansar - Rest

Dormir - Sleep

Ouvir som – Listen to music

Ir ao teatro – Go to the theater

Ir à igreja – Go to church

Estudar - Study

Usar a internet – Use the internet

Ir à festas – Go to parties

Conversa com amigos – Converse with friends

Almoçar fora de casa – Eat lunch out

Bingo - Bingo

União - Union

Uma família que briga – A family that fights

Bom relacionamento – Good relationships

Desrespeito - Disrespect

Amor - Love

Tem vícios – A family with members that have addictions

Religiosa - Religious

Se ajudam – Help one another

Sem educação – Lacking manners

Honestidade - Honesty

Violência - Violence

Falsidade - Pretence

Uma família com firmeza – Strength to confront problems

Fazem críticas - Critical

Trata bem os outros – Treat people well

Egoísmo – Self-centeredness

Família alegre - Happiness

Família trabalhadora – Hard-working

Família com diálogo - Communications

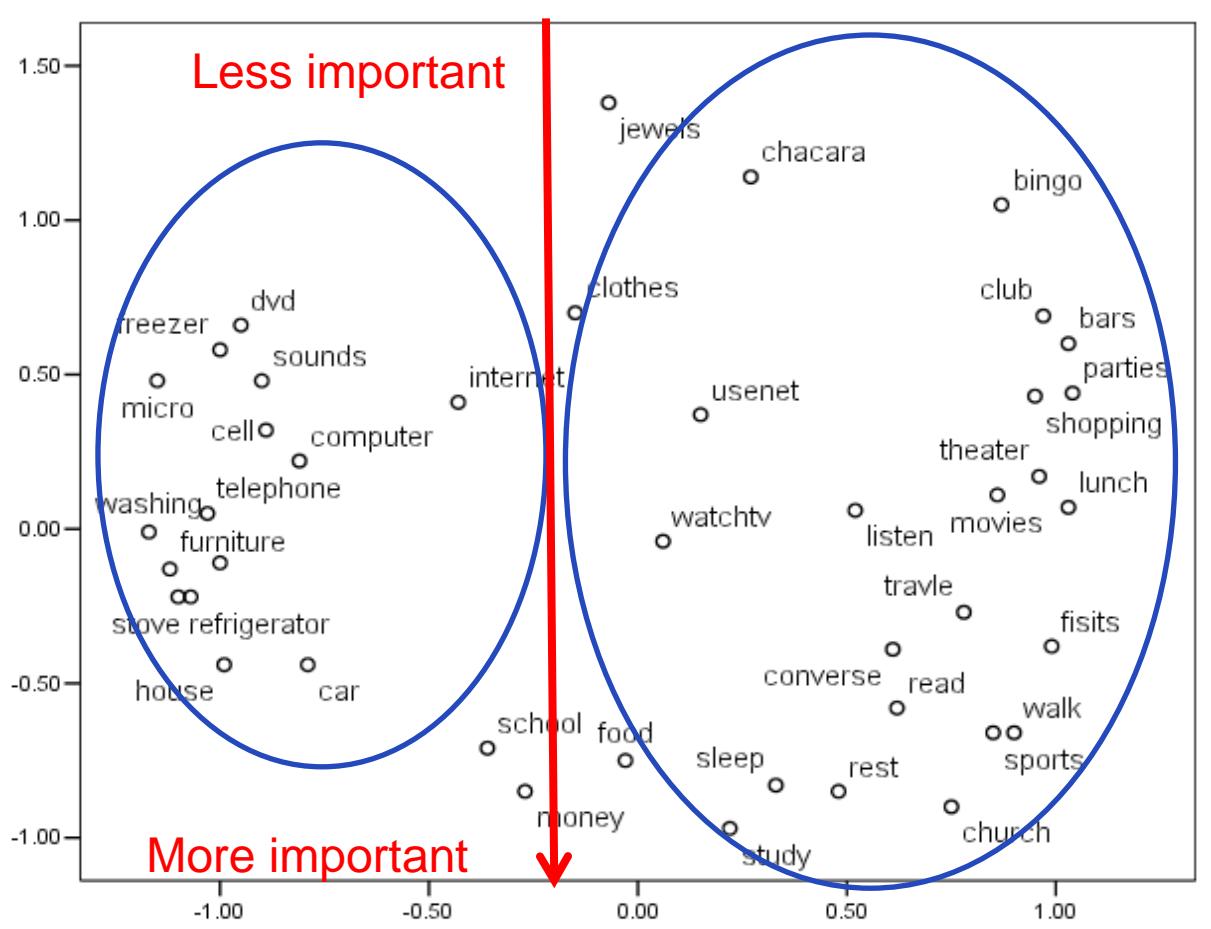
Compreensão - Understanding

Irresponsabilidade - Irresponsibility

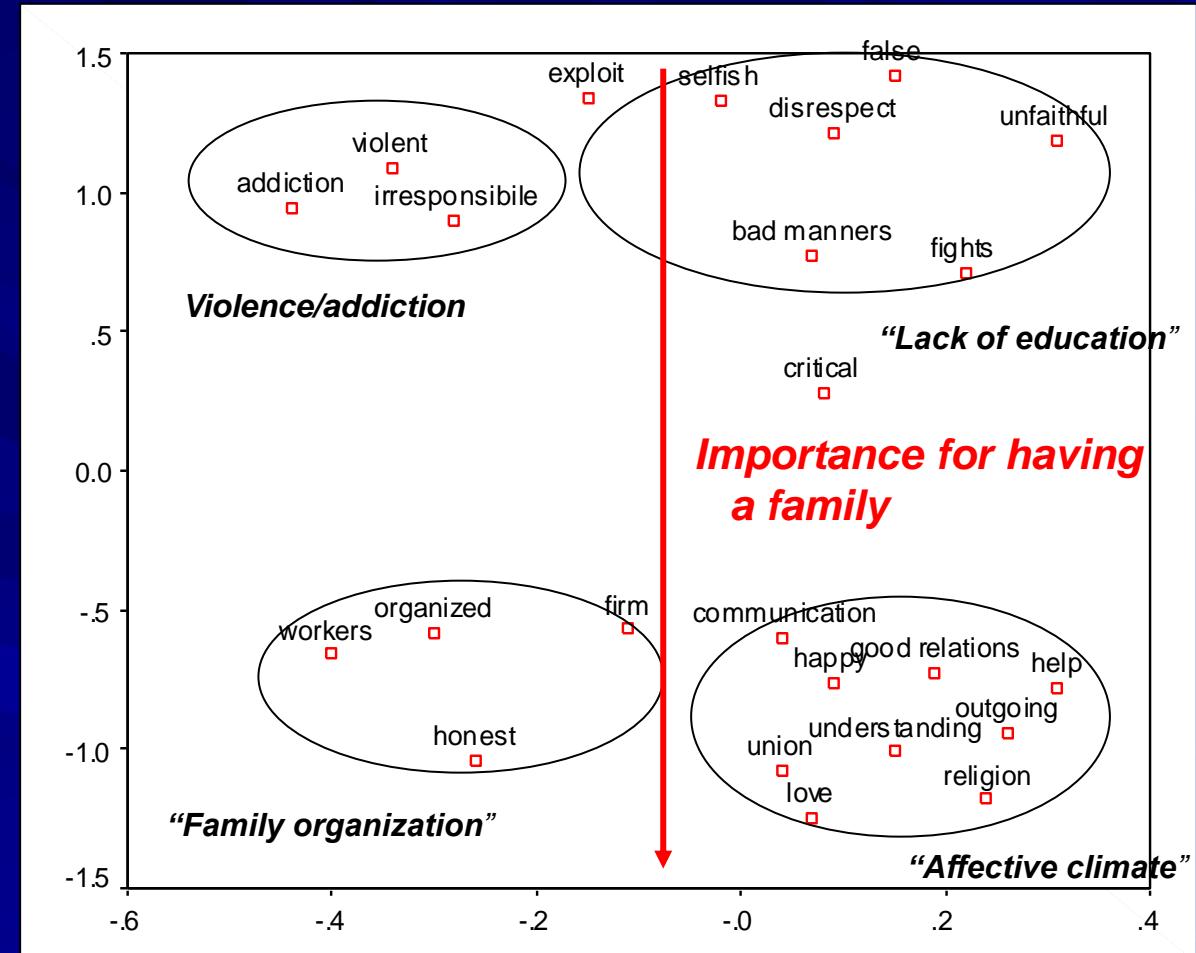
Infidelidade - Unfaithfulness

Exploração - Exploitation

Família organizada - Organized



Domain of lifestyle



Domain of family life

Results – Cultural Consensus

Cultural domain	2001	2011	Pooled samples
Lifestyle			
Ratio of 1 st /2 nd eigenvalue	6.59	7.70	6.72
Mean cultural competence (± s.d.)	.71 (± .12)	.72 (± .11)	.70 (± .11)
Range of cultural competence	.43-.86	.41-.86	.34-.88
Social support			
Ratio of 1 st /2 nd eigenvalue	6.53	5.21	5.57
Mean cultural competence (± s.d.)	.67 (± .14)	.65 (± .16)	.66 (± .15)
Range of cultural competence	.25-.90	.09-.92	.16-.90
Family life			
Ratio of 1 st /2 nd eigenvalue	7.42	9.62	8.49
Mean cultural competence (± s.d.)	.82 (± .09)	.84 (± .09)	.83 (± .09)
Range of cultural competence	.63-.93	.44-.95	.43-.94
National identity			
Ratio of 1 st /2 nd eigenvalue	3.97	3.50	3.77
Mean cultural competence (± s.d.)	.57 (± .19)	.61 (± .16)	.58 (± .18)
Range of cultural competence	-.20-.90	.23-.89	-.18-.93

Case Summaries^a

	Item	Consensus ratings	Rank
1	House	3.92	1.500
2	Stove	3.92	1.500
3	Study	3.86	3.000
4	School	3.84	4.000
5	Refrigerator	3.81	5.000
6	Rest	3.79	6.000
7	Converse	3.70	7.000
8	Telephone	3.69	8.000
9	Read	3.62	9.000
10	Play sports	3.61	10.000
11	Furniture	3.44	11.000
12	Go to church	3.32	13.000
13	\$\$Extras	3.36	12.000
14	Car	3.16	14.000
15	TV	2.98	15.500
16	Computer	2.98	15.500
17	Washing machine	2.90	17.000
18	Internet access	2.75	18.000
19	Watch TV	2.66	20.500
20	Go to parties	2.66	20.500
21	Surf the net	2.69	19.000
22	Listen to music	2.63	22.000
23	Go to theater	2.62	23.000
24	Sound system	2.44	25.000
25	Go to club	2.45	24.000
26	Cell phone	2.41	26.500
27	Go to movies	2.41	26.500
28	Go out to lunch	2.12	28.000
29	Go to shopping	2.11	29.000
30	Go to bars	1.97	30.000
31	VCR	1.94	31.000
32	Microwave	1.51	32.000
Total	N	32	32

a. Limited to first 100 cases.

Table 8: Cultural answer keys for the domain of family life

Item	Project CADI	Project GECA	Pooled samples
Love	2.30	2.12	2.25
Dialogue	4.13	3.56	3.93
Comprehension	4.73	4.94	4.82
Good relationships	4.87	4.67	4.81
Happiness	5.26	5.45	5.35
Hard workers	5.55	5.43	5.52
Well organized	5.98	5.42	5.77
Help one another	6.23	6.69	6.41
Firmness	6.59	7.60	6.99
Critical	9.75	9.91	9.78
Fights	11.58	11.70	11.60
Egoism	12.04	11.79	11.91
Disrespect	12.12	11.71	11.93

Calculating Cultural Consonance in Lifestyle

Case Summaries ^a		
	ITEM	Rank from Consensus Interview
1	House	1.500
2	Stove	1.500
3	Time to study	3.000
4	\$\$ for school	4.000
5	Refrigerator	5.000
6	Time to rest	6.000
7	Time for friends	7.000
8	Telephone	8.000
9	Time to read	9.000
10	Time for sports	10.000
11	Furniture	11.000
12	Time for church	13.000
13	\$\$ for extras	12.000
14	Car	14.000
15	Televison	15.500
16	Computer	15.500
17	Washing machine	17.000
18	Internet access	18.000
Total	N	18
		18

a. Limited to first 18 cases.

Responses of Respondent 10042

1.	No	0
2.	Yes	1
3.	No	0
4.	No	0
5.	Yes	1
6.	No	0
7.	No	0
8.	Yes	1
9.	Yes	1
10.	Yes	1
11.	Yes	1
12.	Yes	1
13.	Yes	1
14.	No	0
15.	No	0
16.	No	0
17.	Yes	1
18.	No	0
Total =		9
9/18=		.50



Scale of Cultural Consonance in Family Life

Item	Weight from Consensus Model ^a	Item Mean from Survey Data ^b	Item-Total Correlation
In my family, we feel close to one another.	4	2.50	.45
Sometimes I wish my family were more organized. ^c	3	2.15	.32
At times when I need it, there is no one to help resolve problems. ^c	2	1.04	.35
People in my family are hard workers.	3	2.70	.32
At times, we avoid one another. ^c	4	0.86	.69
At times in my family, I wish we felt more love for one another. ^c	5	1.62	.49
We are as well adjusted as a family could be.	3	2.05	.66
When I do something, I don't think about my family. ^c	1	0.76	.22
I think my family criticizes too much. ^c	1	1.08	.54
My family firmly confronts problems.	2	2.26	.46
Normally, mine is a happy family.	3	2.31	.61
We understand each other completely.	4	2.17	.71
We help each other with problems.	2	2.33	.61
We don't have time to listen to each other. ^c	4	1.05	.46
At times, we don't have sufficient respect. ^c	1	0.82	.66
I can talk about important things in my family.	4	2.32	.62
We feel love for one another.	5	2.38	.67
At times, I wish my family didn't fight so much. ^c	1	1.45	.41

a. In the consensus model, items were ranked 1 to 13, but the consensus ranks could be reduced to 5.

b. In the survey, participants' responses ranged from *disagree totally* (0) to *agree totally* (3).

c. These items were reversed in direction prior to scoring.

Cronbach's alpha = .87

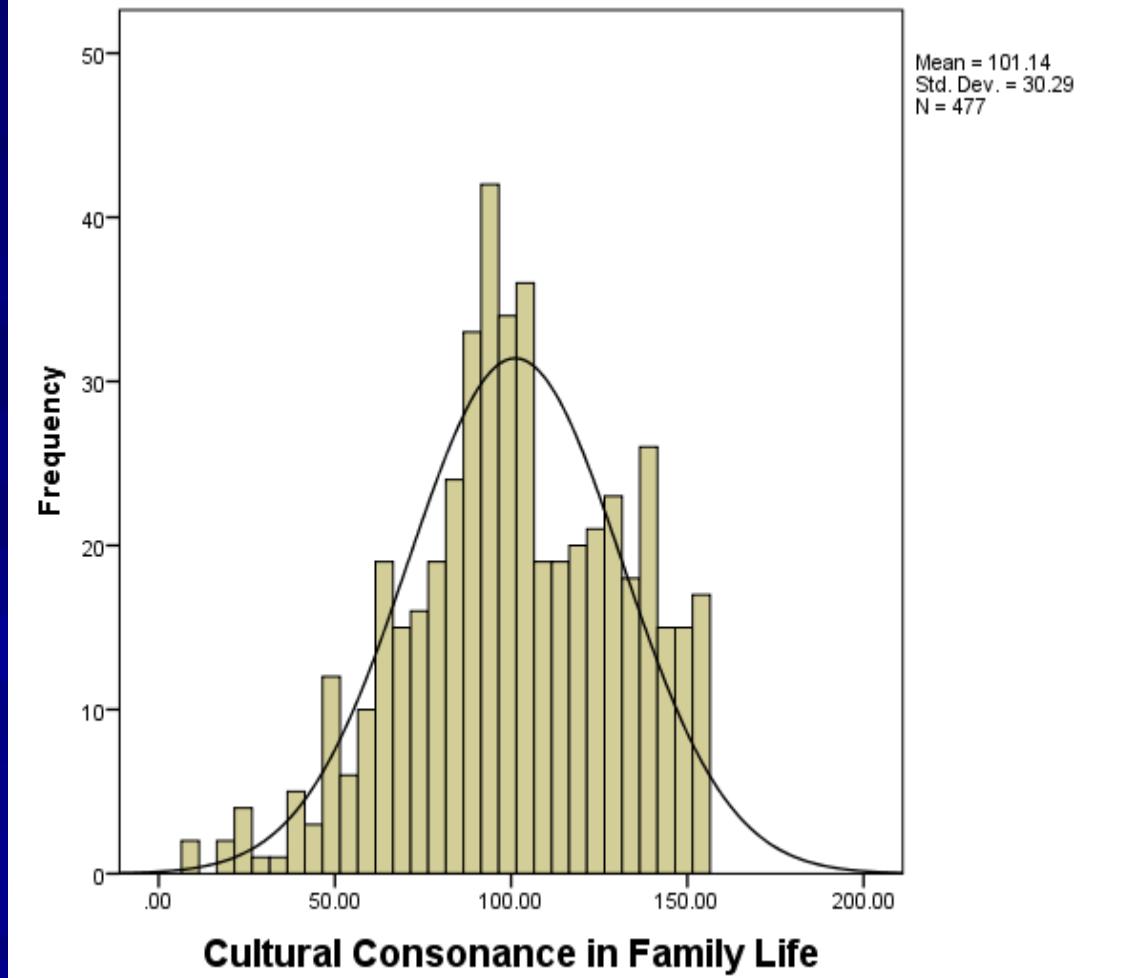
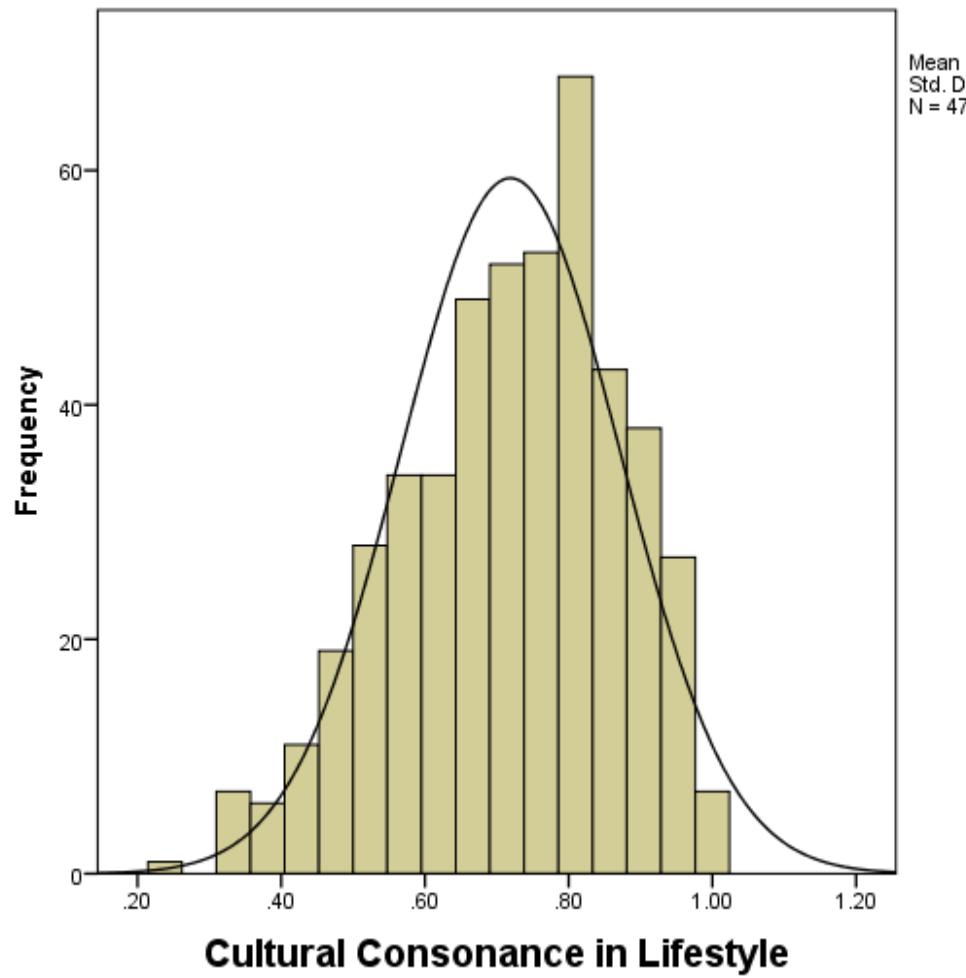
Description of cultural domains
using free listing

Exploration of dimensions
of meaning

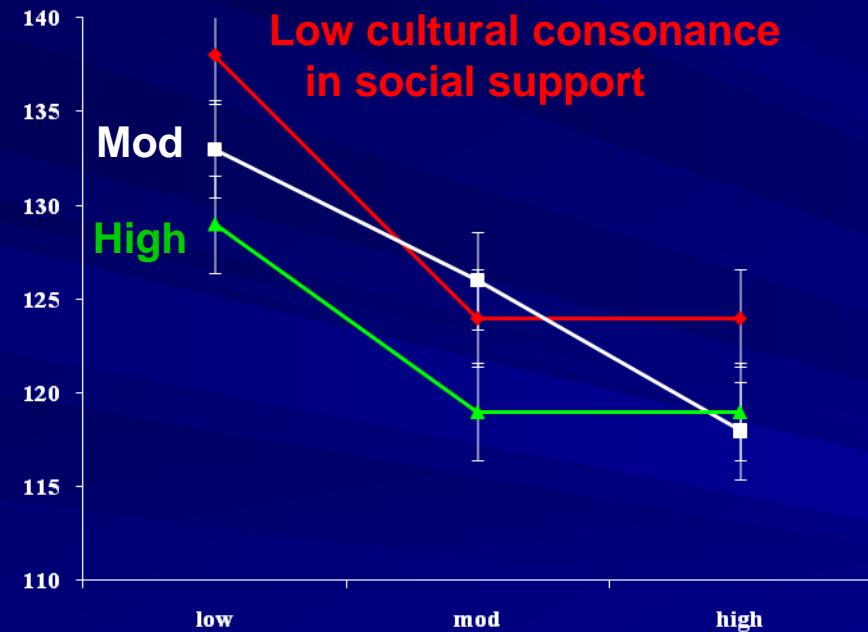
Confirmation of consensus
around principal dimension
of value

A straight line from natural speech acts
to measurement = *emic validity*

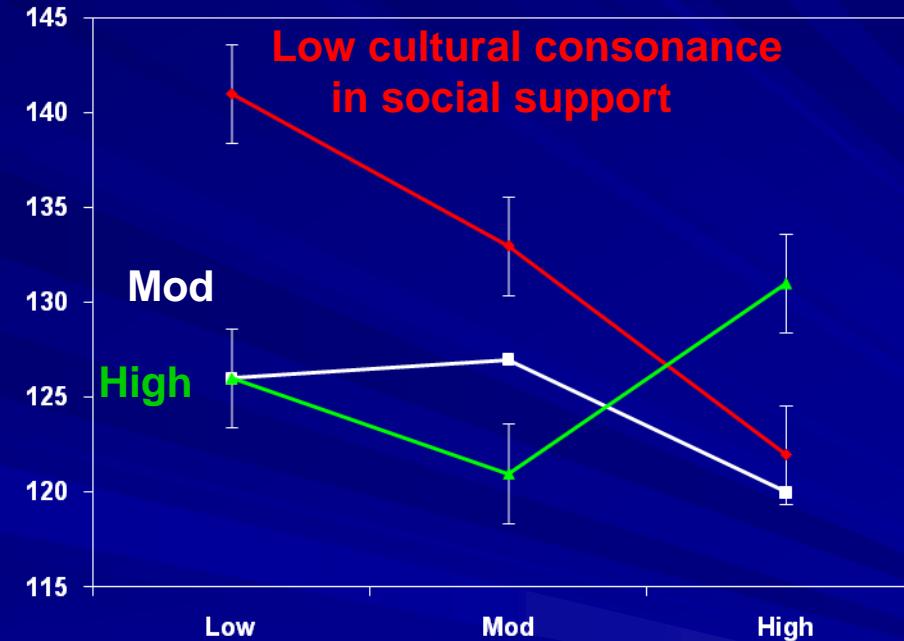
Development of scale of
cultural consonance based
on consensus meaning
of terms



Cultural Consonance and Blood Pressure in Brazil: 1991 and 2001

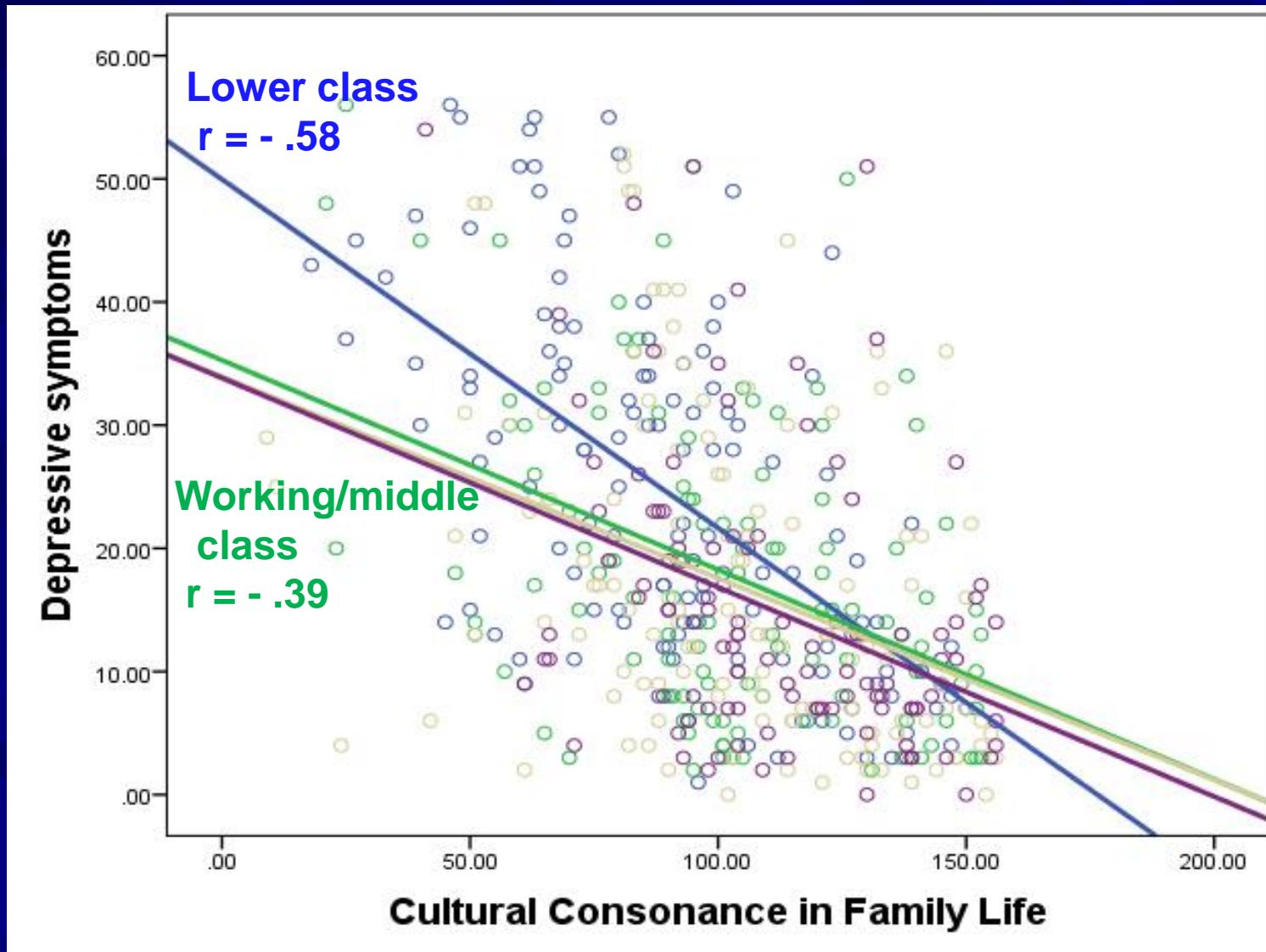


Projeto SEPA - 1991

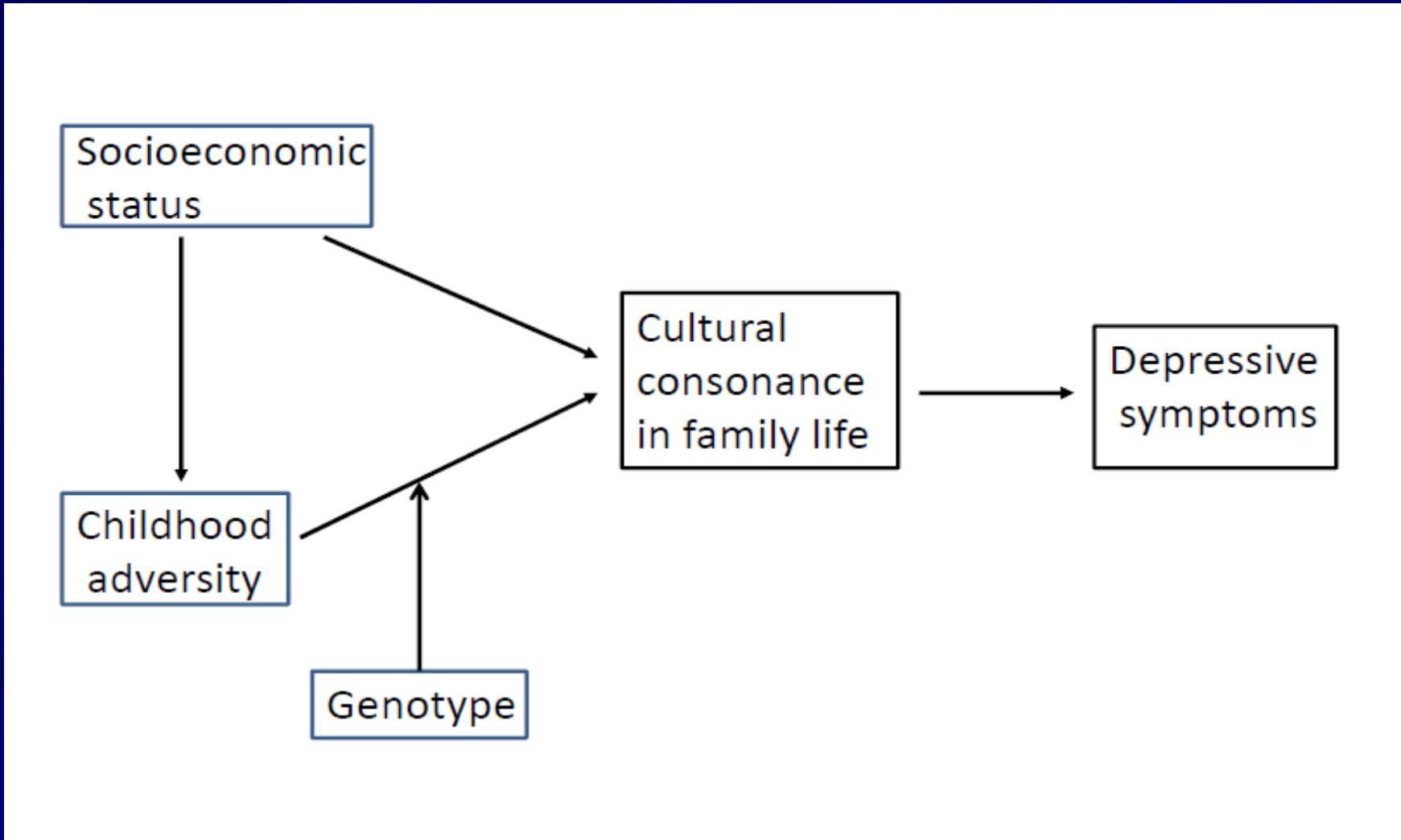


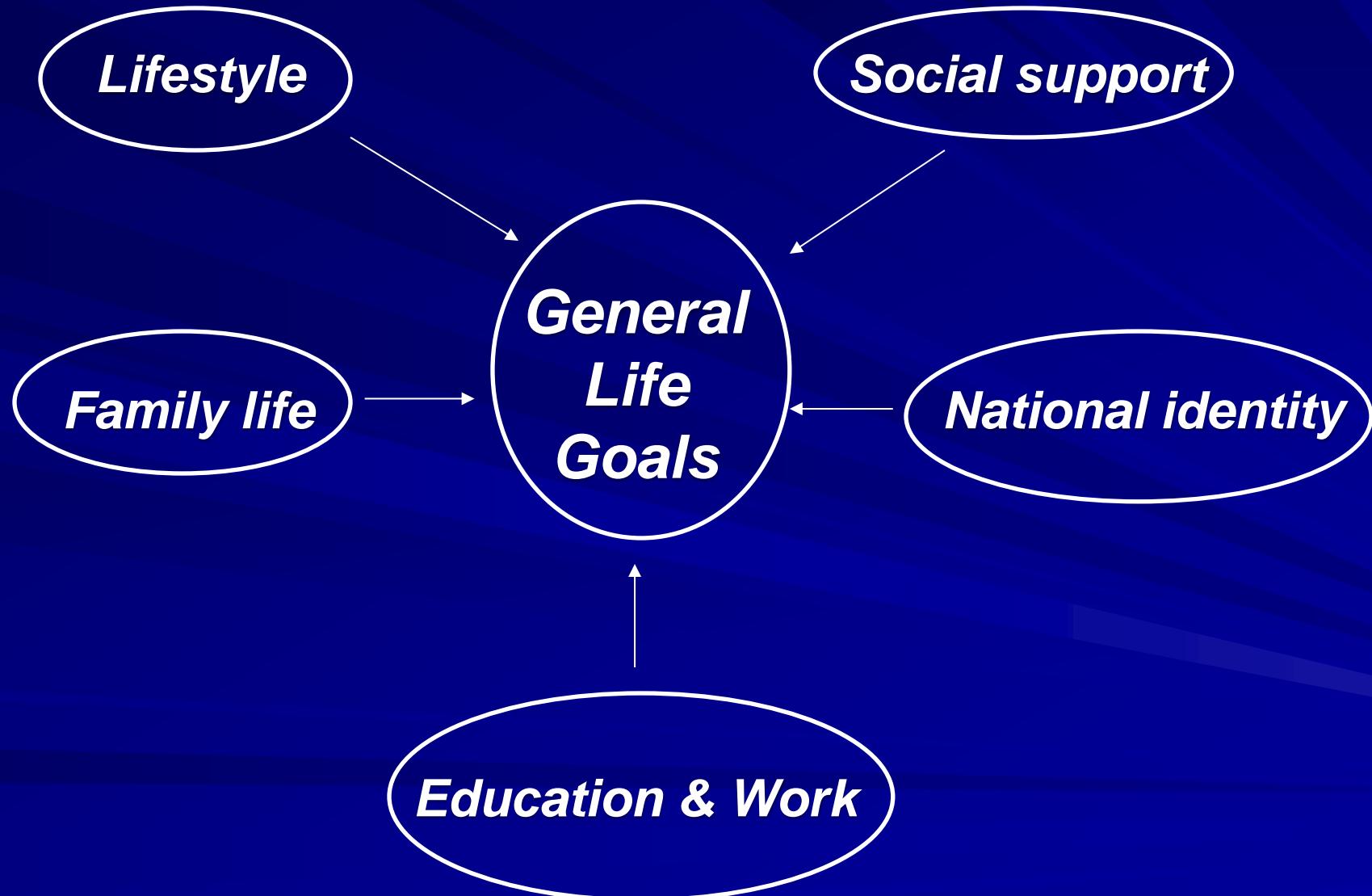
Projeto CADI - 2001

Cultural consonance in family life and depression by neighborhood (2011)



Cultural consonance in family life mediates a GxE effect on depressive symptoms



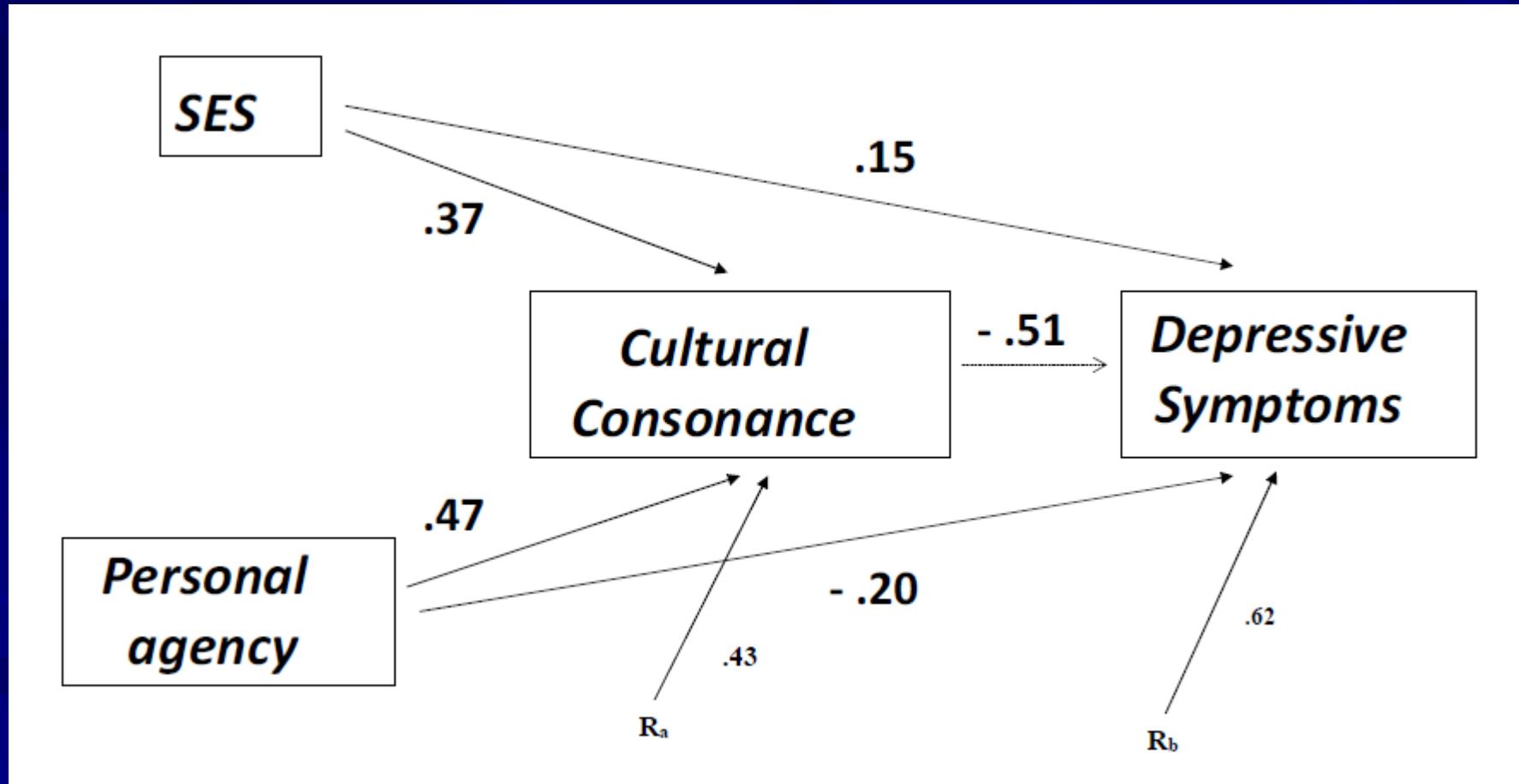


Longitudinal effects of cultural consonance on risk of depression

Variables:	Logistic regression coefficient	Risk odds ratio
Age	-.015	0.98
Sex	-.737*	0.47
Socioeconomic status	.311	1.36
Depression-Time 1	.087**	1.09
Cultural consonance-Time 1	.113	1.12
Cultlral consonance-Time 2	-.739*	0.47
Stressful life events	.800*	2.22
Constant	-1.850	0.15

*p < .05 **p < .01

Path analysis of depressive symptoms in relation to cultural consonance, agency, and SES



What health outcomes are associated with cultural consonance?

- Blood pressure (Dressler et al.; Schultz; Sweet)
- Depressive symptoms (Dressler et al.; Dengah; Schultz)
- C-reactive protein (Dressler et al.)
- Body composition (Dressler et al.; Reyes-Garcia et al.)
- CD4 counts among HIV+ women (Copeland)
- Reported symptoms of *susto* (Brooks)
- Pregnancy-related anxiety (Jackson)
- Internet addiction (Snodgrass et al.)

Do the effects of cultural consonance extend across different cultural domains?

- Family life, national identity, food, career aspirations (Dressler et al.)
- Success in Azeroth versus the ‘real world’ (Snodgrass et al.)
- The good life among Brazilian Pentecostals (Dengah)
- Devotion to the Virgin of Guadalupe (Read-Wahidi)
- Managing HIV+ status in the slums of Nairobi (Copeland)
- Fulfilling social roles in the Andean highlands (Brooks)
- Models of a ‘good pregnancy’ in Mexico (Jackson)
- Leisure activities in China and Taiwan (Chick)
- Life priorities among the Tsimane’ (Schultz)

