What is Diversity
The presence (perceived or otherwise) of people of different social categories (perceived or otherwise) in a given social context
- Those categories may include:
  - ethnicity/race
  - attractiveness
  - gender/sex
  - weight
  - age
  - physically challenged
  - SES / Class
  - group membership of any kind

Emic Vs Etic Approaches

Emics-
- Behavior patterns unique to a specific group or ethnicity

Etics-
- Invariant behavior patterns

Culture-
- Unique Emic and Etic Combinations

Etic Approaches:  #1 Universalism

- Single set of Ubiquitous principles that apply to all people
- One group tells us about all groups
- Needs to be validated, but rarely adequately done

Strength
- economical/parsimonious
- Theories

Weaknesses (At its Best)
- bad science
- Ignores ethically specific beh.
- Ignores unique aspects of culture
- Treats diversity as measurement error
- Ignores within group variation

-Class Mantra
- There are more differences within groups than there are between groups

Weaknesses Cont. (At its worst)
- Universalism promotes Ethnocentric Monoculturalism
  - View other groups through own group’s perspective
  - Uses our own group for assessing the “goodness” or “adequacy” of other group’s beh.
  - Views Differences as Deficits
  - Maintains a sense of superiority
  - Is an overtly oppressive basis for pseudo-scientific rationale for racism, sexism, and genocide.

Etic Approaches:  #2 Cross Cultural Approach

Comparing two Cultures
To test universal principles

Strengths
- May expand Ero-Am Psy.
- Begins to show us cultural variation

Weaknesses
- In practice it has been ethnocentric
- Studies rarely include non-Ero-Am. Perspectives
- Focuses on universal ethics

Emic Approaches:  #1 Cultural Psychologies

Weakness
- Focus on personal experience w/in cultural perspective of target group
- Complete Rejection of Universalism

Strength
- Recognition of cultural uniqueness
- Non-ethnocentric (culturally relative)

Weakness
- Limited scientific usefulness
- Same types of issues as universalism (at its best)
- i.e. assumptions of uniqueness need to be validated, but rarely are.
<table>
<thead>
<tr>
<th>Emic Approaches: #2 Ethnic Psychologies</th>
<th>Emic Approaches: #3 Multi-Cultural Psychology</th>
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<tbody>
<tr>
<td><strong>Strength</strong></td>
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<tr>
<td>-- Focus on questions important to the</td>
<td>-- Focus on the effects of multiple cultures</td>
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<tr>
<td>ethnic/cultural group of interest</td>
<td>interacting in a single context</td>
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<tr>
<td>-- Research with culturally appropriate</td>
<td>-- Addresses Bicultural/Multicultural identities</td>
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<tr>
<td>theory and methods</td>
<td>-- Looks at culture and sociopolitical issues</td>
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<tr>
<td>-- Agenda is independent of all other</td>
<td>of power and oppression</td>
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<tr>
<td>psychologies</td>
<td>-- Includes issues of Class, Gender, and Hegemony</td>
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<td>-- Proving universalism or uniqueness</td>
<td><strong>Criticisms</strong></td>
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<td>is not important.</td>
<td>-- Takes an Activist perspective aimed at</td>
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<td>change, at the individual, organizational, and social level</td>
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**Weaknesses**

-- Cultural specific focus limits ability to inform other psych. Perspectives.
-- Ignores the influence of multiple cultures living in a single context.