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**
- bad science
- Ignores ethnically specific beh.
- Obscures 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
Etic Approaches: #1 Universalism

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 etics
Emic Approaches: #3 Multi-Cultural Psychology

-- Focus on the effects of multiple cultures interacting in a single context

-- Addresses Bicultural/Multicultural identities

-- Looks at culture and sociopolitical issues of power and oppression

-- Includes issues of Class, Gender, and Hegemony

-- Takes an Activist perspective aimed at change; at the individual, organizational, and social level
Potential Limitations

-- Sue et al. (1998)
  - anti-universalist (unscientific)
  - atheoretical
  - models are vague
  - models are too complex
  - lack of supporting research
  - narrowly focused on ethnic diversity
  - it is anti-white (as feminism is often considered anti-male)