

Measurement in Cultural Consensus Theory: The Development of Cultural Consensus Statements

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There has been considerable interest in methods for documenting and modeling cultural knowledge and beliefs. Chief among them has been the cultural consensus model based on cultural consensus theory (CCT). Although there has been much work on model development and extension in CCT, as in the more recent work of Batchelder and his group, there has been much less in the way of work in developing consensus items, particularly cultural consensus statements. The validity of the modeling outcomes are only as good as the validity and reliability of the cultural domain items themselves, particularly cultural belief statements. This talk discusses issues surrounding the development of valid and reliable cultural consensus statements. In addition, the talk discusses the use of the CCT to test cultural models, particularly those that inherently involve logical relations among cultural statements and beliefs in a given domain.