Extending Cultural Consensus Theory to Comparisons Among Cultures
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A major problem in cross-cultural studies is estimating the degree of similarity in cultural knowledge among two or more cultures. This paper extends cultural consensus theory (CCT) to the case of two cultures. First, CCT is reviewed. Then, the General Condorcet Model for dichotomous items is extended to groups of respondents from two cultures. Next, a new model is presented that generalizes CCT to judgments approximating continuous responses, and the model is extended to the case of two cultures. Finally, the utility of the methods are illustrated with two examples where respondents from different cultures make similarity judgments among pairs of items from the semantic domains of emotion terms and color terms.