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MULTISOURCE CONSTRUCT VALIDITY OF GLOBE SCALES

VIPIN GUPTA

MARY SULLY DE LUQUE

ROBERT J. HOUSE

In this chapter we assess the construct validity of the GLOBE societal-level cultural scales through the use of measures derived from independent sources. Recall that the GLOBE cultural scales were constructed using questionnaire responses of the middle-level managers aggregated to the societal and organizational levels of analysis. The use of independent measures allows us to assess the degree to which the GLOBE societal level scales are meaningful indicators of the constructs they are intended to measure.

A notable theme in assessing construct validity is the use of multiple methods because some of the variance in scales may be a function of the measures. In this chapter, we apply tests of convergent and discriminant validity to the GLOBE dimensions (Rossi, Wright & Anderson, 1983)¹. For the first part of this chapter, we rely on archival data obtained from secondary studies

of societal practices to clarify the thematic content of the GLOBE societal cultural practices scales. Then, we apply the identified thematic content to formulate unobtrusive measures of societal level GLOBE practice constructs by performing a content analysis of 1998 Culturgrams to assess the construct validity of the GLOBE cultural practice scales.² Following conventional procedures, the content analysis we conducted is guided by a priori hypotheses (Krippendorff, 1980). In the second part of this chapter, we develop scales from the World Values Survey (WVS) data to create validation measures to test the construct validity of the GLOBE societal value scales. Two of the four World Value Surveys (Inglehart, Basanez, & Moreno, 1998) conducted during 1990–1993 and 1995–1997 coincide with the administration of the GLOBE questionnaires, which were administered between 1995 and 1997.

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