

ISSN 0972-0073

THE ANTHROPOLOGIST

International Journal of Contemporary and Applied Studies of Man

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PRINT: ISSN 0972-0073 ONLINE: ISSN 2456-6802

Anthropologist, 2(4): 241-244 (2000)

DOI: 10.31901/24566802.2000/02.04.08

Cross-cultural Value Difference: An Experience with Methodological Implication for Applied Psychology

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KEYWORDS Cross-cultural. Vanuatu. Study of Values. Values. Methods

ABSTRACT A cross-cultural project incorporated numerous research efforts to gain understanding of the social and cultural situation of the "Kastom" people on the island of Tanna, Vanuatu. Interest in indigenous value orientations, as contrasted with the value orientation of Western colonialists, led to the use of the study of value questionnaire. Difference were revealed, not only in values, but also by a culturally sensitive methodology encouraged, indeed, enforced by the indigenous people themselves. These difference carry significance for applied psychology investigations in cross-cultural arenas.