ASSESSING CULTURAL DIVERSITY WITH ACCULTURATION IN THE PILIPINO AMERICAN COMMUNITY

Armand Gutierrez
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I. Purpose of Presentation
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   A. Introduce – Inventory of acculturation designed to measure type and degree of acculturation in Pilipino American adolescents and adults
II. Definition and Premise
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A. ACCULTURATION – Assesses the diverse ways that Pilipino Americans acquire the customary speech, beliefs, behaviors, and material artifacts of the Mainstream U.S. and Pilipino cultures
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III. Model of Acculturation
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III. Model of Acculturation
A. Pilipino Cultural Life Styles Inventory (PCLSI)
II. Definition and Premise
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III. Model of Acculturation
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   1. Based on Mendoza 1989 Cultural Life Styles Inventory
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III. Model of Acculturation
   A. Pilipino Cultural Life Styles Inventory (PCLSI)
      1. Based on Mendoza 1989 Cultural Life Styles Inventory
      2. PCLSI measures acculturation from a multicultural perspective
Multicultural Perspective
Multicultural Perspective
Multicultural Perspective

Pilipino Culture
Multicultural Perspective

Pilipino Culture

U.S. Culture

Venn Diagram
Multicultural Perspective

Pilipino Culture  U.S. Culture

Diagram showing the overlap between Pilipino Culture and U.S. Culture.
Multicultural Perspective

Pilipino Culture  U.S. Culture

Individual
Multicultural Perspective

Pilipino Culture    U.S. Culture

PCLSI Looks at Immersion Into U.S. Culture

Individual
Multicultural Perspective

Pilipino Culture

U.S. Culture

PCLSI Looks at Immersion Into U.S. Culture

Individual
Multicultural Perspective

Pilipino Culture

U.S. Culture

PCLSI Looks at Immersion Into U.S. Culture

Individual
Multicultural Perspective

As well as into Pilipino Culture

Pilipino Culture

U.S. Culture

PCLSI Looks at Immersion Into U.S. Culture

Individual
Multicultural Perspective

As well as into Pilipino Culture

Pilipino Culture  U.S. Culture

PCLSI Looks at Immersion Into U.S. Culture

Individual
Multicultural Perspective

As well as into Pilipino Culture

Pilipino Culture

U.S. Culture

PCLSI Looks at Immersion Into U.S. Culture

Individual
*. PCLSI defines acculturation in terms of **types** as well as **degrees of acculturation**.
* Four types of acculturation can be identified with the PCLSI.
* Four types of acculturation can be identified with the PCLSI.

1. Type 1 – Pilipino Oriented
Four types of acculturation can be identified with the PCLSI.

1. Type 1 – Pilipino Oriented
2. Type 2 – U.S. Oriented
* Four types of acculturation can be identified with the PCLSI.

1. Type 1 – Pilipino Oriented
2. Type 2 – U.S. Oriented
3. Type 3 – Multicultural Oriented
Four types of acculturation can be identified with the PCLSI.

1. Type 1 – Pilipino Oriented
2. Type 2 – U.S. Oriented
3. Type 3 – Multicultural Oriented
4. Type 4 – Eclectic Oriented
Type 1 - Pilipino Oriented describes an individual who has high levels of immersion into the Pilipino culture and low levels of immersion into the Mainstream U.S. culture.
Type 1

Pilipino-Oriented

Pilipino Culture U.S. Culture
Type 1

Pilipino-Oriented

Pilipino Culture  U.S. Culture
Type 1

Pilipino-Oriented

Pilipino Culture  U.S. Culture
Type 2 - U.S. Oriented describes an individual who has low levels of immersion into the Pilipino culture and high levels of immersion into the Mainstream U.S. culture
Type 1

Pilipino-Oriented

Pilipino Culture  U.S. Culture

Type 2

U.S.-Oriented

Pilipino Culture  U.S. Culture
Type 3 - Multicultural Oriented describes an individual who has high levels of immersion into both Pilipino and Mainstream U.S. cultures.
Type 3

Multicultural-Oriented

Pilipino Culture  U.S. Culture
Type 3

Multicultural-Oriented

Pilipino Culture  U.S. Culture
Type 3

Multicultural-Oriented

Pilipino Culture  U.S. Culture
Type 4 - Eclectic Oriented describes an individual who on some cultural customs is Pilipino Oriented, on some customs is U.S. Oriented, and/or on some customs is Multicultural Oriented.
Type 4 - Eclectic Oriented describes an individual who on some cultural customs is Pilipino Oriented, on some customs is U.S. Oriented, and/or on some customs is Multicultural Oriented.

*Note:* This particular type is more complex and will require additional discussion. I will provide examples shortly.
Type 4

Eclectic-Oriented

Pilipino Culture

U.S. Culture
Type 4

Eclectic-Oriented

Pilipino Culture  U.S. Culture

Pilipino Oriented
Type 4

Eclectic-Oriented

Pilipino Culture  U.S. Culture

Pilipino Oriented  U.S. Oriented
Type 4

Eclectic-Oriented

Pilipino Culture U.S. Culture

Pilipino Oriented

Multicult Oriented

U.S. Oriented
There are different ways that Eclectic Oriented acculturation can manifest.
* For Example: This individual only has Pilipino and U.S. Oriented types, but is still Eclectic.
* In Contrast: This individual only has Pilipino and Multicultural Oriented types and is Eclectic.
Four Types of Acculturation Measured with PCLSI
Four Types of Acculturation Measured with PCLSI

1. Pilipino-Oriented
2. U.S.-Oriented
3. Multicultural-Oriented
4. Eclectic-Oriented
* EXAMPLES OF ACCULTURATION TYPES:
* EXAMPLES OF ACCULTURATION TYPES:

Pilipino-Oriented (P-O)
* EXAMPLES OF ACCULTURATION TYPES:

Pilipino-Oriented (P-O)
U.S.-Oriented (US-O)
* EXAMPLES OF ACCULTURATION TYPES:

Pilipino-Oriented (P-O)
U.S.-Oriented (US-O)
Multicultural-Oriented (M-O)
* EXAMPLES OF ACCULTURATION TYPES:

Pilipino-Oriented (P-O)
U.S.-Oriented (US-O)
Multicultural-Oriented (M-O)
Eclectic-Oriented (E-O)
* EXAMPLES OF ACCULTURATION TYPES:

Pilipino-Oriented (P-O)
U.S.-Oriented (US-O)
Multicultural-Oriented (M-O)
Eclectic-Oriented (E-O)

* With five sample cultural customs
*. Pilipino-Oriented – High levels of immersion into Pilipino culture & Low levels of immersion into Mainstream (U.S.) culture
*. Pilipino-Oriented – High levels of immersion into Pilipino culture & Low levels of immersion into Mainstream (U.S.) culture
1. Speaks mostly Tagalog
1. Speaks *mostly* Tagalog
2. Listens *mostly* to Tagalog-speaking (Pilipino) Music
1. Speaks *mostly* Tagalog

2. Listens *mostly* to Tagalog-speaking (Pilipino) Music

3. Eats *mostly* traditional Pilipino foods
1. Speaks mostly Tagalog
2. Listens mostly to Tagalog-speaking (Pilipino) Music
3. Eats mostly traditional Pilipino foods
4. Has mostly first-generation “traditional Pilipino” friends and acquaintances
1. Speaks mostly Tagalog
2. Listens mostly to Tagalog-speaking (Pilipino) Music
3. Eats mostly traditional Pilipino foods
4. Has mostly first-generation “traditional Pilipino” friends and acquaintances
5. Celebrates mostly Pilipino cultural and national holidays
1. Speaks mostly Tagalog

2. Listens mostly to Tagalog-speaking (Pilipino) Music

3. Eats mostly traditional Pilipino foods

4. Has mostly first-generation “traditional Pilipino” friends and acquaintances

5. Celebrates mostly Pilipino cultural and national holidays

*. **U.S.-Oriented** – **Low** levels of immersion into Pilipino culture & **High** levels of immersion into Mainstream (U.S.) culture
*. U.S.-Oriented – Low levels of immersion into Pilipino culture & High levels of immersion into Mainstream (U.S.) culture
1. Speaks mostly English
1. Speaks mostly English

2. Listens mostly to English-speaking (“American”) Music
1. Speaks **mostly** English
2. Listens **mostly** to English-speaking ("American") Music
3. Eats **mostly** Non-Pilipino ("American") foods
1. Speaks **mostly** English
2. Listens **mostly** to English-speaking ("American") Music
3. Eats **mostly** Non-Pilipino ("American") foods
4. Has **mostly** Anglo-American friends and acquaintances
1. Speaks **mostly** English
2. Listens **mostly** to English-speaking ("American") Music
3. Eats **mostly** Non-Pilipino ("American") foods
4. Has **mostly** Anglo-American friends and acquaintances
5. Celebrates **mostly** American (U.S.) cultural and national holidays
1. Speaks **mostly** English
2. Listens **mostly** to English-speaking ("American") Music
3. Eats **mostly** Non-Pilipino ("American") foods
4. Has **mostly** Anglo-American friends and acquaintances
5. Celebrates **mostly** American (U.S.) cultural and national holidays
*. Multicultural-Oriented – High levels of immersion into both Pilipino & Mainstream (U.S.) cultures
*. Multicultural-Oriented – High levels of immersion into both Pilipino & Mainstream (U.S.) cultures
1. Speaks **both** English and Tagalog **fluently**
1. Speaks **both** English and Tagalog **fluently**

2. Listens to **both** Tagalog-speaking (Pilipino) and English-speaking ("American") music **equally**
1. Speaks both English and Tagalog fluently
2. Listens to both Tagalog-speaking (Pilipino) and English-speaking (“American”) music equally
3. Eats both Non-Pilipino (i.e., “American”) and traditional Pilipino foods equally
1. Speaks both English and Tagalog fluently
2. Listens to both Tagalog-speaking (Pilipino) and English-speaking (“American”) music equally
3. Eats both Non-Pilipino (i.e., “American”) and traditional Pilipino foods equally
4. Has both Pilipino-American and Anglo-American friends and acquaintances equally
1. Speaks both English and Tagalog fluently
2. Listens to both Tagalog-speaking (Pilipino) and English-speaking (“American”) music equally
3. Eats both Non-Pilipino (i.e., “American”) and traditional Pilipino foods equally
4. Has both Pilipino-American and Anglo-American friends and acquaintances equally
5. Celebrates both Pilipino and American (U.S.) cultural and national holidays equally
1. Speaks both English and Tagalog fluently
2. Listens to both Tagalog-speaking (Pilipino) and English-speaking (“American”) music equally
3. Eats both Non-Pilipino (i.e., “American”) and traditional Pilipino foods equally
4. Has both Pilipino-American and Anglo-American friends and acquaintances equally
5. Celebrates both Pilipino and American (U.S.) cultural and national holidays equally
* Eclectic-Oriented – Has a combination of two or more of Pilipino-Oriented, U.S.-Oriented and Multicultural-Oriented cultural practices
*. Eclectic-Oriented – Has a combination of **two or more** of Pilipino-Oriented, U.S.-Oriented and Multicultural-Oriented cultural practices
1. Speaks mostly English (U.S.-Oriented)
1. Speaks mostly English (U.S.-Oriented)
2. Listens mostly to English-speaking (“American”) music (U.S.-Oriented)
1. Speaks mostly English (U.S.-Oriented)
2. Listens mostly to English-speaking ("American") music (U.S.-Oriented)
3. Eats foods from both the Philippines and the U.S. (Multicultural-Oriented)
1. Speaks mostly English (U.S.-Oriented)
2. Listens mostly to English-speaking (“American”) music (U.S.-Oriented)
3. Eats foods from both the Philippines and the U.S. (Multicultural-Oriented)
4. Has both Pilipino-American and Anglo-American friends and acquaintances (Multicultural-Oriented)
1. Speaks mostly English (U.S.-Oriented)
2. Listens mostly to English-speaking ("American") music (U.S.-Oriented)
3. Eats foods from both the Philippines and the U.S. (Multicultural-Oriented)
4. Has both Pilipino-American and Anglo-American friends and acquaintances (Multicultural-Oriented)
5. Celebrates mostly American (U.S.) cultural and national holidays (U.S.-Oriented)
1. Speaks **mostly** English (**U.S.-Oriented**)  
2. Listens **mostly** to English-speaking ("American") music (**U.S.-Oriented**)  
3. Eats foods from **both** the Philippines and the U.S. (**Multicultural-Oriented**)  
4. Has **both** Pilipino-American and Anglo-American friends and acquaintances (**Multicultural-Oriented**)  
5. Celebrates **mostly** American (U.S.) cultural and national holidays (**U.S.-Oriented**)  
*. **Note 1**: This example does not include a Pilipino-Oriented component and yet the overall cultural life style is Eclectic
*. **Note 1**: This example does not include a Pilipino-Oriented component and yet the overall cultural life style is Eclectic

*. **Note 2**: There are many other forms of Cultural Eclecticism.
Side by Side Comparison of Multicultural and Eclectic Oriented Acculturation types (because)
Side by Side Comparison of Multicultural and Eclectic Oriented Acculturation types (because)

A. Considerable confusion exist between these two acculturation types
*Side by Side Comparison of Multicultural and Eclectic Oriented Acculturation types (because)

A. Considerable confusion exist between these two acculturation types

B. Most people who are Eclectic Oriented believe, incorrectly, that they are Multicultural Oriented
*Side by Side Comparison of Multicultural and Eclectic Oriented Acculturation types (because)*

A. Considerable confusion exist between these two acculturation types

B. Most people who are Eclectic Oriented believe, incorrectly, that they are Multicultural Oriented

C. Literature does not speak to this acculturation type
Multicultural Oriented

Pilipino  U.S.
Culture  Culture

[Diagram showing overlapping circles for Pilipino and U.S. cultures, with a larger rectangle behind them.]
Has high levels of immersion into **BOTH** Pilipino AND U.S. cultures on all cultural customs
Has high levels of immersion into BOTH Pilipino AND U.S. cultures on all cultural customs.

On some cultural customs is Pilipino Oriented, on some customs is U.S. Oriented and on some customs is Multicultural Oriented.
<table>
<thead>
<tr>
<th>Multicultural Oriented</th>
<th>Eclectic Oriented</th>
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<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>Multicultural Oriented</td>
<td>Eclectic Oriented</td>
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<td>-----------------------</td>
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</tr>
<tr>
<td>1. Speaks <strong>both</strong> English and Tagalog <strong>fluently</strong></td>
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<td>(Multicultural Oriented)</td>
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<tr>
<td>Multicultural Oriented</td>
<td>Eclectic Oriented</td>
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<td>-----------------------</td>
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</tr>
<tr>
<td>1. Speaks <strong>both</strong> English and Tagalog <strong>fluently</strong> (Multicultural Oriented)</td>
<td>1. Speaks <strong>mostly</strong> English (U.S. Oriented)</td>
</tr>
<tr>
<td>Multicultural Oriented</td>
<td>Eclectic Oriented</td>
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<tr>
<td>------------------------------------------------------------</td>
<td>--------------------------------------------------------</td>
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<td>1. Speaks <strong>both</strong> English and Tagalog <strong>fluently</strong></td>
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</tr>
<tr>
<td>(Multicultural Oriented)</td>
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<tr>
<td>2. Eats <strong>both</strong> “American”</td>
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<tr>
<td>(Non-Pilipino) and traditional Pilipino foods equally</td>
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<tr>
<td>(Multicultural Oriented)</td>
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</tbody>
</table>
Multicultural Oriented

1. Speaks **both** English and Tagalog **fluently**
   (Multicultural Oriented)

2. Eats **both** “American”
   (Non-Pilipino) and traditional Pilipino foods equally
   (Multicultural Oriented)

Eclectic Oriented

1. Speaks **mostly** English
   (U.S. Oriented)

2. Eats **mostly** Pilipino foods
   (Pilipino Oriented)
<table>
<thead>
<tr>
<th>Multicultural Oriented</th>
<th>Eclectic Oriented</th>
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</thead>
<tbody>
<tr>
<td>1. Speaks <strong>both</strong> English and Tagalog <strong>fluently</strong> (Multicultural Oriented)</td>
<td>1. Speaks <strong>mostly</strong> English (U.S. Oriented)</td>
</tr>
<tr>
<td>2. Eats <strong>both</strong> “American” (Non-Pilipino) and traditional Pilipino foods equally (Multicultural Oriented)</td>
<td>2. Eats <strong>mostly</strong> Pilipino foods (Pilipino Oriented)</td>
</tr>
<tr>
<td>3. Celebrates <strong>both</strong> Pilipino and American (U.S.) cultural and national holidays <strong>equally</strong> (Multicultural Oriented)</td>
<td></td>
</tr>
<tr>
<td>Multicultural Oriented</td>
<td>Eclectic Oriented</td>
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<tr>
<td>---------------------------------------------------------------------------------------</td>
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</tr>
</tbody>
</table>
IV. Format of PCLSI

1. Self-Report Inventory
2. Paper-and-Pencil and On-line via Qualtrics
3. Twenty-six items
4. Available in English and Tagalog
V. Administration & Scoring (Sample Questions)

1. What language do you use when you speak with your parents? (Please check only one answer)
   ___ a. Only Tagalog
   ___ b. More Tagalog than English
   ___ c. More English than Tagalog
   ___ d. Only English
   ___ e. Both Tagalog and English about equally
   ___ f. Other Language (Please specify:________)
   ___ g. I do not have grandparents
V. Administration & Scoring (Sample Questions)

1. What language do you use when you speak with your parents? (Please check only one answer)

   a. Only Tagalog
   b. More Tagalog than English
   c. More English than Tagalog
   d. Only English
   e. Both Tagalog and English about equally
   f. Other Language (Please specify: __________)
   g. I do not have grandparents
V. Administration & Scoring (Sample Questions)

1. What language do you use when you speak with your parents? (Please check only one answer)

   __ Pilipino-Oriented a. Only Tagalog
   __ Pilipino-Oriented b. More Tagalog than English
   __ U.S.-Oriented c. More English than Tagalog
   __ U.S.-Oriented d. Only English
   __ e. Both Tagalog and English about equally
   __ f. Other Language (Please specify:________)
   __ g. I do not have grandparents
V. Administration & Scoring (Sample Questions)

1. What language do you use when you speak with your parents? (Please check only one answer)

   a. Only Tagalog
   b. More Tagalog than English
   c. More English than Tagalog
   d. Only English
   e. Both Tagalog and English about equally
   f. Other Language (Please specify: __________)
   g. I do not have grandparents
V. Administration & Scoring (Sample Questions)

1. What language do you use when you speak with your parents? (Please check only one answer)

   Filipino-Oriented a. Only Tagalog
   Filipino-Oriented b. More Tagalog than English
   U.S.-Oriented c. More English than Tagalog
   U.S.-Oriented d. Only English
   Multicult-Oriented e. Both Tagalog and English about equally
   Not Scored f. Other Language (Please specify:________)
   Not Scored g. I do not have grandparents
2. What kinds of foods do you typically eat at home?

(Please check only one answer)
___ a. Only Pilipino foods
___ b. Mostly Pilipino foods
___ c. Mostly American (U.S.) foods
___ d. Only American (U.S.) foods
___ e. Both Pilipino and American (U.S.) foods about equally
___ f. Other types of foods (Please specify: _____)
2. What kinds of foods do you typically eat at home?

(Please check only one answer)

___ a. Only Pilipino foods

___ b. Mostly Pilipino foods

___ c. Mostly American (U.S.) foods

___ d. Only American (U.S.) foods

___ e. Both Pilipino and American (U.S.) foods about equally

___ f. Other types of foods (Please specify: _______)

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2. What kinds of foods do you typically eat at home?
(Please check only one answer)

___ a. Only Pilipino foods
___ b. Mostly Pilipino foods
___ c. Mostly American (U.S.) foods
___ d. Only American (U.S.) foods
___ e. Both Pilipino and American (U.S.) foods about equally
___ f. Other types of foods (Please specify: ______)
2. What kinds of foods do you typically eat at home?

(Please check only one answer)

- a. Only Pilipino foods
- b. Mostly Pilipino foods
- c. Mostly American (U.S.) foods
- d. Only American (U.S.) foods
- e. Both Pilipino and American (U.S.) foods about equally
- f. Other types of foods (Please specify: _______)

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2. What kinds of foods do you typically eat at home?

(Please check only one answer)

- [ ] a. Only Pilipino foods
- [ ] b. Mostly Pilipino foods
- [ ] c. Mostly American (U.S.) foods
- [ ] d. Only American (U.S.) foods
- [ ] e. Both Pilipino and American (U.S.) foods about equally
- [ ] f. Other types of foods (Please specify: _____)
3. What is the ethnic background of your closest friends? (Please check only one answer)

___ a. All are Pilipino-American

___ b. Most are Pilipino-American

___ c. Most are Anglo-American

___ d. All are Anglo-American

___ e. Both Pilipino-American and Anglo-American about equally

___ f. Other ethnic group (Please specify:______)
3. What is the ethnic background of your closest friends? (Please check only one answer)

___ a. All are Pilipino-American
___ b. Most are Pilipino-American
___ c. Most are Anglo-American
___ d. All are Anglo-American
___ e. Both Pilipino-American and Anglo-American about equally
___ f. Other ethnic group (Please specify:_______)
3. What is the ethnic background of your closest friends? (Please check only one answer)

- a. All are Pilipino-American
- b. Most are Pilipino-American
- c. Most are Anglo-American
- d. All are Anglo-American
- e. Both Pilipino-American and Anglo-American about equally
- f. Other ethnic group (Please specify:________)
3. What is the ethnic background of your closest friends? (Please check only one answer)

- Pilipino-Oriented a. All are Pilipino-American
- Pilipino-Oriented b. Most are Pilipino-American
- U.S.-Oriented c. Most are Anglo-American
- U.S.-Oriented d. All are Anglo-American
- Multicult-Oriented e. Both Pilipino-American and Anglo-American about equally
- ___ f. Other ethnic group (Please specify:_______)
3. What is the ethnic background of your closest friends? (Please check only one answer)

- Pilipino-Oriented  
  a. All are Pilipino-American
- Pilipino-Oriented  
  b. Most are Pilipino-American
- U.S.-Oriented  
  c. Most are Anglo-American
- U.S.-Oriented  
  d. All are Anglo-American
- Multicult-Oriented  
  e. Both Pilipino-American and Anglo-American about equally
- Not Scored  
  f. Other ethnic group (Please specify: _______)

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VI. Sample Cases
VI. Sample Cases

<table>
<thead>
<tr>
<th>Pilipino Oriented Score</th>
<th>U.S. Oriented Score</th>
<th>Multicult Oriented Score</th>
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VI. Sample Cases

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VI. Sample Cases

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VI. Sample Cases

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## VI. Sample Cases

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X indicates a high score in Eclectic Oriented.
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* **Note:** Type of acculturation is determined by a formula (below) that compares differences in response types for statistical significance at the $p = .05$ level.
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\[
Z\text{score} = \frac{(f_1/n) - (f_2/n)}{\sqrt{\frac{(f_2/n)(1-f_2/n)}{n}}}
\]
* **Note:** Type of acculturation is determined by a formula *(below)* that compares differences in response types for statistical significance at the \( p = .05 \) level.

\[
Z_{\text{score}} = \frac{(f_1/n) - (f_2/n)}{\sqrt{(f_2/n)(1-f_2/n)}/n}
\]

Where: \((f_1/n)\) is the most frequent and \((f_2/n)\) is the second most frequent proportion and \(n\) is the number of items that were answered in the PCLSI in a Pilipino, U.S. or Multicultural Oriented fashion.
Questions?
Salamat
Thank You
* Contact Information:

Armand Gutierrez, B.A.

Email: armandrenegutierrez@gmail.com

* Copies of the PCLSI Booklet can be obtained directly from Armand Gutierrez at: armandrenegutierrez@gmail.com
End