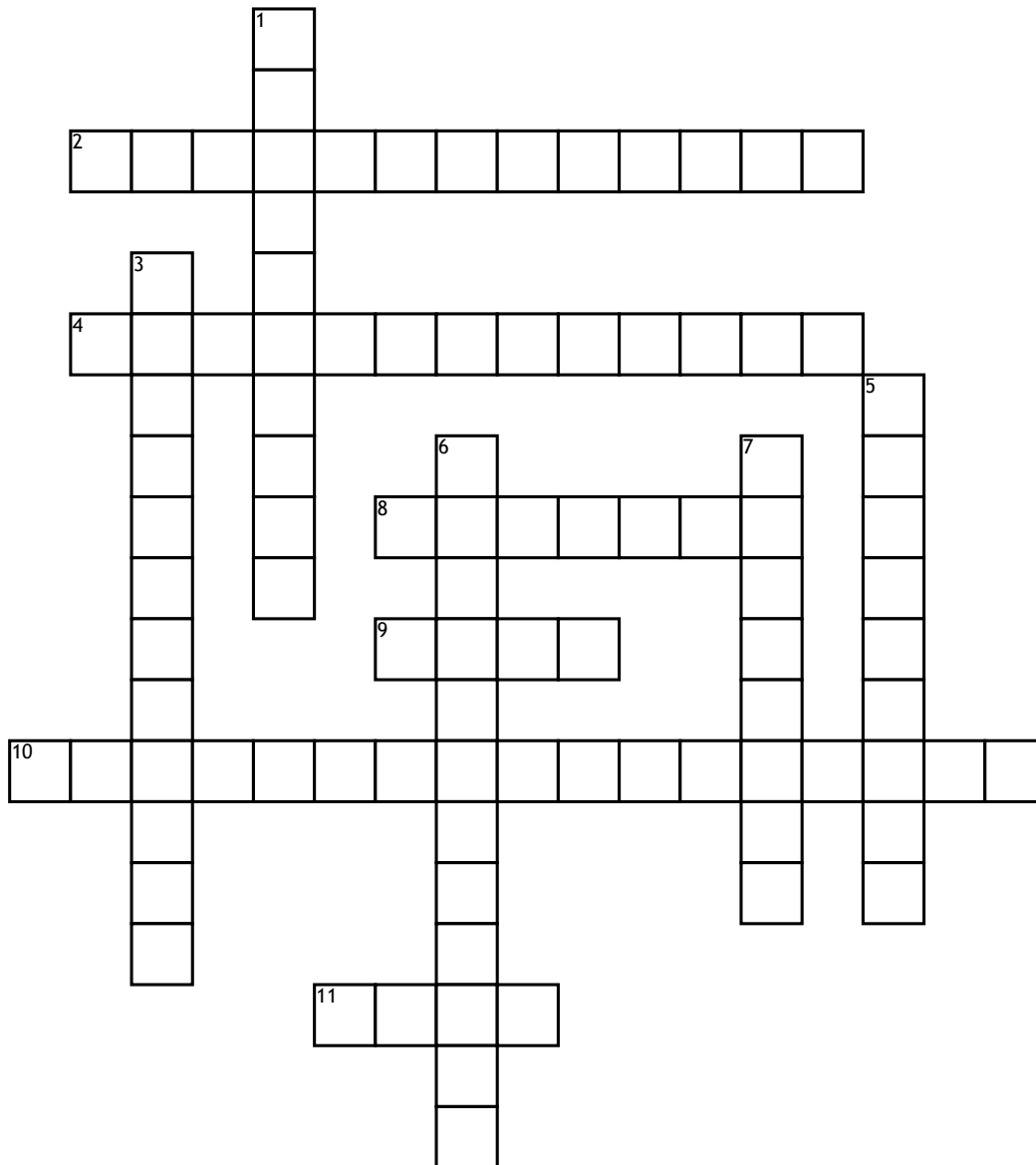


Gender and Cultural bias



Across

2. Seeing things from the point of view of ourselves and then evaluating others on those standards
4. Centred and focused on men, often to the neglect of women.
8. Rules, customs morals and ways of interacting - binds members of society.
9. Research methods that are applied to all cultures
10. A view that behaviour cannot be judged properly unless viewed in the context of culture
11. Approaches use research methods that are particular to the culture being studied

Down

1. The differential treatment or representation of men and women based on stereotypes rather than real differences
3. The aim to develop theories that apply to all people, which may include real differences between gender.
5. Exaggerating differences between men and women, meaning it devalues one gender
6. The tendency to judge all people in terms of your own cultural assumptions
7. Ignoring differences between men and women (i.e if a study on men gets generalised to women)