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MEASUREMENT OF CULTURAL DIVERSITY AND ITS UTILITY FOR SCHOLARS AND PRACTITIONERS WORKING WITH PILIPINO AMERICANS

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Measurement of Cultural Diversity and Its Utility for Scholars and Practitioners working with Pilipino Americans

Acculturation is a construct that can be used to measure cultural diversity within ethnic and cultural communities. Acculturation has been found to be an effective predictor, covariate, moderator and mediating factor for many outcome variables. Although several Pan-Asian acculturation scales have been developed, to date no inventory has been constructed to specifically measure type and degree of acculturation in the Pilipino American community. Pilipino Americans comprise a population of over three million people and are the second largest Asian ancestry group outside of Chinese Americans. Pilipino Americans are culturally diverse from one another and very different from other Asian American communities because, in part, of their historical Spanish and U.S. colonization. The purpose of this study was to develop an inventory designed specifically to measure type and degree of acculturation in Pilipino Americans. The Pilipino Cultural Life Styles Inventory (PCLSI) measures four types and levels of acculturation: U.S. cultural immersion, Pilipino cultural immersion, multicultural immersion and eclectic cultural immersion in Pilipino adolescents and adults. The PCLSI is available in English and Tagalog. Tagalog is the national language of the Philippines and the most common non-English language spoken by Pilipino Americans. The PCLSI has strong discriminant and construct validity, test-retest validity and internal consistency. The results of the study are discussed in terms of the use of the PCLSI by scholars, practitioners, educators, corporate businesses and policy makers to develop acculturation-specific assessments, interventions, marketing and promotional campaigns to maximize services targeted for Pilipino Americans.