

**CENTRISM AND EXTREMISM IN CROSS-CULTURAL PEDAGOGICAL RESEARCH:  
A STUDY OF CHINESE AND AMERICAN BUSINESS STUDENTS**

**Stuart Van Auken, Ludmilla Gricenko Wells, and Dan Borgia, Lutgert College of Business,  
Florida Gulf Coast University, 10501 FGCU Blvd. South, Fort Myers, FL 33965;  
(239) 590-7382**

**ABSTRACT**

The study illustrates the application of data ipsatization as a means for controlling extreme response style in Chinese and U.S. responses to queries concerning business program emphases and program satisfaction. In seventeen of seventeen measure comparisons, U.S. respondents had higher mean scores than the Chinese and the differences between the two country groups were statistically significant in every case. Given that the U.S. subjects evidenced extremism and Chinese respondents portrayed centrism, the ipsative procedure was used to remove response style bias.

After this removal, parity was revealed as well as higher mean scores for the Chinese in five of seven comparisons that were statistically significant. The paper thus demonstrates the efficacy of bias removal and how poor research conclusions can result in its absence. Insights are provided into when to apply the ipsatization procedure, as well as its methodology. Additional emphases are also placed on using structural equation modeling to identify the presence of response bias and an alternative approach is identified for the further separation of attitudes from response bias.