

Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.

**The use of values and social identity to investigate  
occupational culture**

A thesis presented in partial fulfilment of the requirements for the degree of  
Master of Science in Psychology at Massey University, Palmerston North,  
New Zealand.

Robyn Felicity Ward

2001

## Abstract

The present study applies the concept of organisational culture to the culture of psychology in New Zealand. It examined, from a multiple cultures perspective, the existence of an overall, general culture of psychology, and as well as investigating the existence of subcultures in groups defined by specialty, role, and sex. The study also provided an opportunity to compare a more traditional approach to investigating culture (values) with a more novel approach (social identity). Members of the New Zealand Psychological Society ( $n = 174$ ) completed two versions of a Work Values Survey and an Identification Scale as part of a membership survey. Results were analysed using Principal Components Analysis. Analysis of values showed that there was some similarity among psychologists when they considered psychology in general, and some differences when considering their specialty. Differences were also found between academics and practitioners, and males and females. Analysis of identification produced results similar to those of values when looking at specialties and roles, but no differences were found between males and females. The results were discussed in terms of their support for a multiple cultures view, their use to the New Zealand Psychological Society, and their support of the use of Social Identity Theory for investigating cultural complexity in occupations and organisations.

## Acknowledgements

I would like to thank my supervisors, Cheryl Woolley and George Shouksmith who have each provided me with support in the different ways they were able to. Cheryl, thank you so much for your help and guidance in my communication with the NZPsS. Your assistance over those few months was invaluable. George, I will always think of you at 10.30am!! Thank you for your advice on the content of my thesis over the year. Thank you to the NZPsS for providing financial support for this project, and to those at National Office in Wellington who distributed the surveys for me.

A big thanks to Sharon and Helen for your friendships over the past two years of our Masters. I can say without any doubt that I wouldn't have made it without you, and your exciting lives! Thanks also to Di – listening to your dramas put all mine into perspective, and the Maya always makes me smile. A big kia ora goes out to you!

Thanks to Mum and Dad who have given constant support and guidance, and whose financial assistance meant one less thing to stress about. Thank you Mum for the care packages, and Dad for the 1L flasks! You are both very important to me. Last but not least, thank you Steve. You know how hard this year has been for me better than anyone else, and I hope you know how much I appreciate the love and support you provide, even when you are far away. Hopefully now that it's all over your shoulder will get a chance to dry out!

## Contents

	<b>Page</b>
Abstract.....	i
Acknowledgements.....	ii
Contents.....	iii
List of Tables.....	vi
<b>1. Literature Review.....</b>	<b>1</b>
1.1 Introduction.....	2
1.2 Organisational and Occupational Culture.....	4
1.2.1 Organisational Culture.....	4
1.2.2 Occupational Culture.....	6
1.2.3 Multiple Cultures – Homogeneity versus Heterogeneity.....	8
1.2.4 Methodology.....	13
1.3 Values.....	15
1.4 Social Identity Perspective.....	19
1.4.1 Social Identity Theory.....	19
1.4.2 Social Categorisation Theory.....	21
1.4.3 Organisational and Occupational Identification.....	22
1.4.3.1 Organisational Identification.....	22
1.4.3.2 Occupational Identification.....	24
1.4.4 Multiple Identities – Homogeneity versus Heterogeneity.....	24
1.5 Hypotheses.....	27

<b>2.</b>	<b>Method</b> .....	32
2.1	Participants.....	33
2.2	Procedure.....	34
	2.2.1 Use of a Postal Survey.....	35
2.3	Measures.....	36
	2.3.1 Demographic Information.....	36
	2.3.2 Work Values Survey.....	37
	2.3.3 Identification Scale.....	40
2.4	Analysis.....	42
<b>3.</b>	<b>Results</b> .....	44
3.1	Initial Analyses.....	45
	3.1.1 Internal Consistency.....	45
	3.1.2 Descriptive Statistics.....	45
	3.1.2.1 Work Values Survey.....	45
	3.1.2.2 Identification with a Psychological group.....	46
	3.1.2.3 Identification Scale.....	46
3.2	Values.....	47
	3.2.1 Analysis.....	47
	3.2.2 Specialties – Clinical and Others.....	47
	3.2.2.1 Work Values Survey – Version A.....	47
	3.2.2.2 Work Values Survey – Version B.....	51
	3.2.3 Role – Academic and Practitioner.....	54
	3.2.4 Sex – Male and Female.....	56
3.3	Identification.....	59
	3.3.1 Analysis.....	59
	3.3.2 Specialties – Clinical and Others.....	60
	3.3.2.1 IDPG – Version A.....	60
	3.3.2.2 IDPG – Version B.....	62
	3.3.3 Role – Academic and Practitioner.....	64
	3.3.4 Sex – Male and Female.....	66

3.4	Comparisons.....	68
<b>4.</b>	<b>Discussion.....</b>	<b>69</b>
4.1	Summary of Findings.....	70
4.1.1	Values.....	70
4.1.2	Identification.....	73
4.1.3	Comparison of Values and Identification Results.....	77
4.2	Implications.....	78
4.2.1	Multiple Cultures.....	78
4.2.2	Social Identity Theory.....	82
4.3	Limitations.....	82
4.4	Directions for Future Research.....	84
4.5	Conclusion.....	87
<b>5.</b>	<b>References.....</b>	<b>89</b>
<b>6.</b>	<b>Appendices.....</b>	<b>101</b>
6.1	Appendix 1: Information Sheet.....	102
6.2	Appendix 2: Demographic Information.....	104
6.3	Appendix 3: Work Values Survey .....	106
6.4	Appendix 4: Identification Scale .....	108
6.5	Appendix 5: Identification with a Psychological Group Scale.....	109
6.6	Appendix 6 Identification Scale (Karasawa).....	110
6.7	Appendix 7: Descriptive Statistics – Work Values Survey.....	111
6.8	Appendix 8: Descriptive Statistics – IDPG.....	113
6.9	Appendix 9: Descriptive Statistics – Identification Scale (Karasawa).....	115

## List of Tables

<b>Table</b>	<b>Page</b>
1. Internal consistency (Cronbach's Alpha) for all scales.....	45
2. Factor loadings for specialty groups (clinical versus others) on the WWSA.....	48
3. Factor loadings for specialty groups (clinical versus others) on the WWSB.....	52
4. Factor loadings for role groups (academic versus practitioner) on the WWSA.....	55
5. Factor loadings for sex groups (male versus female) on the WWSA.....	57
6. Factor loadings for specialty groups (clinical versus others) on the IDPGA.....	61
7. Factor loadings for specialty groups (clinical versus others) on the IDPGB.....	63
8. Factor loadings for role groups (academic versus practitioner) on the IDPGA.....	65
9. Factor loadings for sex groups (male versus female) on the IDPGA.....	67
10. Descriptive statistics for Work Values Survey – Version A.....	111
11. Descriptive statistics for Work Values Survey – Version B.....	112
12. Descriptive statistics for IDPG – Version A.....	113
13. Descriptive statistics for IDPG – Version B.....	114
14. Descriptive statistics for Identification Scale – Version A.....	115
15. Descriptive statistics for Identification Scale – Version B.....	115