

《跨文化互动》

图书基本信息

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内容概要

《跨文化互动:跨文化交际的多学科研究》阐释了跨文化互动的理论、实践和研究,体现了跨文化交际过程的复杂性和跨文化交际学的多学科综合特征。书中所选的文化互动实例全部源于真实交际场合,反映了跨文化交际学的最新研究成果,能开阅读者的学术视野,为从事这一学科的研究者提供了新的方法。

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An assessment instrument of the kind described so far is probably inappropriate as the sole means of assessing growth in competence as a result of a development or learning process in educational contexts such as school or university and as a way of certifying a competence level for a qualification. (As we show in Chapters 9 and 10, they may be used at the end of a learning process by researchers interested in examining the effectiveness of a particular development intervention.) Few, if any, are statistically robust enough to justify the exclusion of the teachers assessment and, especially in formal educational contexts, forms of assessment which have a close link to the preceding teaching and learning activities are rightly conventional, having as they do a greater face validity (see below) and thus acceptance by learners and teachers alike. Suitable instruments for this purpose, which are rather different in nature to those described so far, are discussed below in Section 8.5. Statistical and other forms of analysis show that a number of instruments possess the validity and reliability (see below) that allow them to be used with confidence for research purposes, for example, explaining the failure and success of expatriate assignments. A number of instruments have been developed purely or mainly with research purposes in mind and some of these are discussed in Chapter 11.

8.1.2 Criteria to guide the selection of assessment instruments

Clearly, chief among the criteria for selecting an assessment instrument is the extent to which it fulfils the purpose the user has in mind. It is also important that the instrument is reliable and valid in various ways so that the user can be sure that conclusions drawn from the data generated by the instrument are soundly based. This is particularly the case when it is used for research purposes. The stability of the instrument over time (test-retest reliability) in producing similar results with the same respondent, and the internal consistency of the instrument (split-half reliability) can be examined statistically and an assessment of the instruments reliability made. It is important for the user to know that the results obtained when applying the instrument are not purely a matter of chance and that the test repeated with the same respondent and in the same conditions will produce adequately similar results.

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精彩短评

- 1、文化方面的研究性书籍，对于科研方面还是很有帮助的
- 2、为写论文买的备用，还没细看，质量还行
- 3、枯燥，看不下去。
- 4、有难度，还不错
- 5、专业书籍。慢慢看。
- 6、考博士指定的参考书全英文教材，一个学术性教育性图书。
- 7、适合跨文化研究研究方向的研究生
- 8、书的封皮有些褶皱，而且有几个大大的油指印，背面的防伪标识也有被磨损的感觉。。感觉这书是二手的一样
- 9、本书提出的多学科互动理论为跨文化交际研究提供了新的角度，具有相当的学术价值。
- 10、跨文化交际经典教材
- 11、挺全的
- 12、这本书是配合上本书买的，本来不想买的，不过现在看来选择的不错，非常值得读的。

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