Handbook of Research on

Applied Social Psychology in Multiculturalism

Bryan Christiansen and Harish Chandan



Handbook of Research on Applied Social Psychology in Multiculturalism

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A volume in the Advances in Psychology, Mental Health, and Behavioral Studies (APMHBS) Book Series Published in the United States of America by IGI Global Information Science Reference (an imprint of IGI Global) 701 E. Chocolate Avenue Hershey PA, USA 17033 Tel: 717-533-8845 Fax: 717-533-8861 E-mail: cust@igi-global.com Web site: http://www.igi-global.com

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Names: Christiansen, Bryan, 1960- editor. I Chandan, Harish, 1947- editor. Title: Handbook of research on applied social psychology in multiculturalism / Bryan Christiansen, and Harish Chandan, editors. Description: Hershey : Information Science Reference, 2021. I Includes

bibliographical references and index. I Summary: "This book contains the recent quality research on social psychology within the context of multiculturalism, that is the manner in which a society deals with cultural diversity at the national and the community levels"-- Provided by publisher.

Identifiers: LCCN 2021000706 (print) | LCCN 2021000707 (ebook) | ISBN 9781799869603 (hardcover) | ISBN 9781799869610 (ebook) Subjects: LCSH: Social psychology, | Psychology, |

Multiculturalism--Research.

Classification: LCC HM1033 .H3557 2021 (print) | LCC HM1033 (ebook) | DDC 302--dc23

LC record available at https://lccn.loc.gov/2021000706

LC ebook record available at https://lccn.loc.gov/2021000707

This book is published in the IGI Global book series Advances in Psychology, Mental Health, and Behavioral Studies (APMHBS) (ISSN: 2475-6660; eISSN: 2475-6679)

British Cataloguing in Publication Data

A Cataloguing in Publication record for this book is available from the British Library.

All work contributed to this book is new, previously-unpublished material. The views expressed in this book are those of the authors, but not necessarily of the publisher.

For electronic access to this publication, please contact: eresources@igi-global.com.



Advances in Psychology, Mental Health, and Behavioral Studies (APMHBS) Book Series

Bryan Christiansen Global Research Society, LLC, USA Harish C. Chandan Argosy University, USA

> ISSN:2475-6660 EISSN:2475-6679

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Preface

This publication consists of 15 chapters covering a wide range of topics in Applied Social Psychology that deal with attitude formation and human behavior in a social and organizational setting. This Handbook is relevant for educators, researchers, policy makers, physicians, and leaders in business organizations.

Chapter 1 deals with the attitude formation and attitude change – the two core concepts in Social Psychology. Attitudes influence human decision making and predict human behavior. Changing attitudes can bring about social change and work values. Corporate leaders can transform the workplace by changing their attitude towards employees.

Chapter 2 examines "Wabi-Sabi" as a way of life in the Japanese employment system. Wabi-Sabi is a Japanese world-view centered on the acceptance of imperfection, incompleteness and impermanence or transience. This world view comes from the Buddhist teachings of the nature of human existence – suffering, impermanence and emptiness. Wabi-Sabi and the concept of life-time employment are linked. The tool of a job description and the system of job rotation are the attributes of the employment practice in Japanese firms.

Chapter 3 describes diversity consciousness roadmap and deals with Managing Individuals and Organizations Through Leadership. There is a complex relationship between leadership, employees and organizations. The perspectives of power and resource dependency from organizations to persons affect the motivations, attitudes and behaviors. Dealing with diversity requires overcoming ethnocentrism and developing sensitivity to cultural differences.

Chapter 4 develops and validates an instrument to measure deliberative attitude & attributes in Political Corporate Social Responsibility (PCSR). The process of deliberation is a key factor in PCSR. This chapter conceptualizes, develops and validates a scale that can measure a person's deliberative attitude. Besides the deliberative attitude, the indicators for measuring motivation and support on deliberation. This helps understand a person's or corporation's decision to participate in a deliberation.

Chapter 5 discusses Social Psychology and Fabrication – a synthesis of individuals, society, and organization. This chapter deals with the individual behavior and confidence in leaders and organizations. The various factors include cognitive factors, human involvement, personality traits and social fabric. Organizations and their leaders must consider human development and social transmission in social change. Some of the primary challenges include the employee's perception of the organization, managerial styles, and cognitive development.

Chapter 6 deals with self-awareness. The author of the sixth chapter is a practicing physician who deals with the importance of self-awareness for enhancing physician competency in multicultural health

care. The "self" governs how physicians think and respond to others. The influence of multiculturalism on self and the role of self-awareness in enhancing the performance of a physician is discussed.

Chapter 7 investigates a physician's social psychological perspective on learning from moods, emotions, and experiences in rehabilitation of disability using social cognitive theory and social identity theory. Recognizing the moods and emotions felt by patients can be helpful to modify the approach and strategies using different interventions.

Chapter 8 discusses the role of psychology on the role of culture on self and social identity. The scientific insights from Psychology help the therapists explain the role of culture. In developing a self and social identity. Philosophers call for the throwing out the Culture, Self and Social Identity and immerse oneself into the higher collective consciousness and Supreme power.

Chapters 9 and 10 examine cybercrime. Cybercrime is growing in the world and occurs in all cultures and countries. Chapter Nine discusses the theoretical context of cybercrime first. Then, Chapter 10 presents a case study discussing the psychosocial aspects of cybercrime victimization in Pakistan.

Chapter 11 studies the role of Grit among Kenyan immigrants in the United States. Grit is a positive, non-cognitive trait based on an individual's perseverance of effort to achieve a long-term objective and success. This chapter gives an illustration as to why Grit is more relevant than Intelligence Quotient (IQ) in the achievement of long-term goals. Using the qualitative design for unstructured interviews it was found that Grit contributed to the success of five Kenyan immigrants in the United States.

Chapter 12 discusses an empirical approach to the stigmatization attitudes towards ex-combatants or people in Organized Armed Groups Outside the Law during Colombia's internal conflict. Different concepts of stigmatization stemming from psychology and sociology are reviewed. A specific definition of stigmatization directed towards ex-combatants in the Colombian internal conflict is presented. This definition encompasses social distance, label attribution, and emotional reactions towards the stigmatized group. Empirical assessment of stigmatization is presented that can be used in interventions aimed at attenuating this stigmatization and favoring their return to civilian society.

Chapter 13 examines the gendered characteristics of tourist destinations as a case study in Bangkok, Thailand. The Cultural conditioning and gendered preconceptions influence the tourists' experiences. Using a qualitative method, the participants' experience of Bangkok destination as the search area via interviews was determined. The findings have provided ideas for the gendered characteristic of a destination as masculine, feminine, and neutral. Three dimensions have been determined within the context of the sense of place namely "visual, psychological, and spiritual".

Chapter 14 compares the effectiveness of group-work activities for introvert and extravert graduate students. Qualitative approach was selected as the research design for this study using unstructured interview questions. It was found that the Introverts have negative group-work experience compared to extroverts. This study emphasizes the importance of designing and structuring group work activities well to allow for all students regardless of their personalities.

Chapter 15 investigates the process of religious radicalization in refugee camps for the Rohingya people in Bangladesh. Using a cross-sectional qualitative study this work helps policy makers take pragmatic initiatives to counter the process of religious extremism in the refugee camps. This helps with the fight against terrorism both in Bangladesh and globally.

Preface

We trust this Handbook of Research effort will spark further research in social psychology with a focus on multiculturalism from a global perspective. The reader should feel free to contact us for commentary regarding this effort.

Bryan Christiansen Global Research Society, LLC, USA

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Chapter 4 Measuring Deliberative Attitude and Attributes in Political Corporate Social Responsibility: Instrument Development and Validation

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ABSTRACT

There are numerous calls for more empirical research in the study of political corporate social responsibility (PCSR). One of the important avenues in the process of deliberation in PCSR. Hence, this study aims to conceptualize, develop, and validate a scale that will be able to measure a person's deliberative attitude. The overall study has been divided into three studies. The first study aims to develop and assess the content validity of the measurement. The second study aims to purify the instrument through exploratory factor analysis (EFA). It is in this study that 14 indicators measuring three different constructs were identified. Besides the deliberative attitude, the indicators for measuring motivation and support on deliberation were also identified. The three constructs were then put through a construct and predictive validity assessment in study three. Findings from this study allowed researchers to explore a more complex model related to a person's or corporation's decision to participate in a deliberation.

DOI: 10.4018/978-1-7998-6960-3.ch004

INTRODUCTION

Research and debates on Political Corporate Social Responsibility (PCSR) have significantly progressed since the last decades (Frynas & Stephens, 2015; Scherer, 2017). PCSR research grounded on examining corporation and institutional setting, where its core structure revolves around sustainability practice of corporation in a globalized world (Scherer & Palazzo, 2007, 2011). Habermas' works including his *Magnus Opus* "Theory of Communicative Action" were adapted to construct the idea of deliberation and dialogue in PCSR. Scholars such as Scherer had not only conceptualized the idea of Habermas but also argued on the normative applicability of the idea as well as discussing the structure and function of a corporation on adapting the approach (Scherer, Baumann-Pauly & Schneider, 2013; Scherer, 2017). Nevertheless, the rigorous advocation by Scherer allows us to better understand the structure and institution of PCSR.

However, in the recent publication by Scherer, calls have been made for researchers within this discipline to provide more empirical findings (Scherer, 2017). This is also part of strengthening institutionalization and norms in PCSR by moving from normative (i.e., how it is supposed to be) literature towards prescriptive (i.e., how it can be done) literature. Multiple studies have been conducted in providing empirical findings for the works of literature. For instance, Levy and colleagues have been looking into the coffee industry and tried to trace the idea of sustainable coffee production (Levy, Reinecke, & Manning, 2016). Scholars are also trying to develop a measurement for understanding the deliberative capacity of a nation. However, the method relies on multiple other factors and can only be made as guidance for evaluating host norms (Ast, 2017).

Moreover, most empirical studies in PCSR had engaged in case studies and qualitative approach (Schouten & Glasbergen, 2011; Vallentin, 2013; Levy, Reinecke, & Manning, 2016). Findings which are based on quantitative study are still limited and a development model within this discipline is still lacking. In respect to other paradigms, the quantitative study did allow for theories developed to be tested and also allow better replication by other scholars (Creswell, 2013). This will help the idea of PCSR to penetrate further and be expanded in the academic study. As the theory becomes more structured and attracts participation from multiple stakeholders in various fields, a similar weightage needs to be given to the quantitative method.

Understanding one attitude towards deliberation allows for additional maneuver during the deliberation process. It is important as it shall allow a healthier environment for deliberation. Nonetheless, there remains no instruments or models developed in PCSR or deliberative democracy works of literature that measure one's attitude towards deliberation. The closest is the work by Jennstål who examined the effect of personality towards motivation to participate in deliberative democracy event (Jennstål & Niemeyer, 2014; Jennstål, 2016). However, most management and social science works have been distinguishing between attitude and personality as both bring different interpretations and consist of different factors (Zuwerink & Devine, 1996; Jenkins & Downs, 2003; Bogaerts, Vervaeke, & Goethals, 2004). This article feature is to understand what the attitude of the participant towards deliberative democracy is or what is their deliberative attitude.

The proposed study aims to reduce the current gap in PCSR and deliberative democracy works of literature. The outcome of the research does not only provide a validated scale on attitude towards deliberation but also allows researchers to understand the possible antecedents which contribute to the attitude towards deliberation. This study contributes to the conceptualization, development, and validation of the deliberative attitude scale.

Future research in PCSR or deliberative democracy could implement this model in their larger and more complex nomological network. Furthermore, practitioners shall be able to conduct a more practical and sound approach in assuring comprehensive inclusion of smallholders in the deliberation process. The study also contributes to the quantitative approach which was lacking in PCSR literatures.

BACKGROUND

Multiple researchers have been echoing the situation in deliberative democracy or PCSR study where empirical studies are still lacking behind theories advancement in this field (Borgida et al., 2009; Frynas & Stephens, 2015; Scherer, 2017). There are numerous calls for empirical researchers to provide evidence on theories proposed in this field. Frynas and Stephen stated in the reviews on theories in PCSR that this particular discipline's "lack of theory integration" paves a new avenue for empirical research (Frynas & Stephens, 2015). One of the important areas is on institutionalizing PCSR so that it will become a common practice within the industry. As mentioned by Scherer in his reply towards Frynas and Stephen concerning the theoretical and empirical development of PCSR:

To reach this goal, political CSR research should analyse the responsibilities of business firms towards society, study their positive and negative contributions, and explore how practices, structures and procedures on individual, corporate and institutional levels should be changed so that social welfare is enhanced. This emphasis on societal well-being and the social construction (and change) of human conditions positions political CSR research in the human structuralist paradigm (Burrell and Morgan 1979), with a focus on critical theory (Scherer 2009; Steffy & Grimes 1986). (Scherer, 2017)

Any methodological approach either quantitative or qualitative in PCSR shall be related to the critical theory paradigm. Hence, this turns to be an important perspective in the development and conceptualization of deliberative attitude. The selection of a quantitative approach suits the positivist responsibility defined by Scherer. He mentioned that "For this endeavour, complex technical and social issues have to be addressed and descriptive, explanatory and interpretive knowledge needs to be developed on the various levels of analysis. Here positivist sciences can contribute insights about cause and effect relationships..." (Scherer, 2017, p. 13)

In the previous section, it has been discussed that several institutions which upheld the concept of Multi-Stakeholder Initiative have been expanding the idea of inclusiveness towards a new group of stakeholders. Inclusiveness is highly associated with emancipation during deliberation. This will ensure any related stakeholders can pursue and defend their self-interest. Despite self-interest claimed to be one of the important facets in deliberation, the act of deliberation itself requires the participant to be egalitarian and willing to hear the arguments of others during the process. For instance, Neblo and colleagues stated that anti-deliberative attitude consists of several factors such as anti-democratic, authoritarian belief and self-ego (Neblo *et al.*, 2010). People might be motivated by their belief in reconstructing the political arena through deliberation (Neblo et al., 2010). Scholars in PCSR and deliberative democracy have been emphasizing the importance of egalitarian belief or attitude for a smooth deliberation process to occur (Habermas & Pensky, 2001; Abels, 2007; Eriksen & Fossum, 2012).

Egalitarianism in a definition is relating to or believing in the principle that everyone is equal and deserve equal rights and opportunities. The belief in equal parity has been included by Borgida and her

colleagues in their work on understanding deliberative belief in education practice. However, their instrument was not statistically validated for construct validity and no nomological validation has been done (Borgida et al., 2009). Validation and preliminary nomological validation is vital in proving instrument validity (Sarstedt et al., 2014). Besides that, other scholars try to understand the process of deliberation within oneself. One way of looking at it is to explore deliberation that could be occurring in oneself when exposed to issues and matters that require arguments and deliberation (Weinmann, 2017).

This is also known as the internal process of critical reflection (Weinmann, 2017). The idea of deliberative was first coined by Goodin (2008). He mentioned that deliberation within includes processes that (should) precede every form of interpersonal deliberation. It includes taking the perspectives of others, the comprehension of alternative viewpoints, weighing arguments and counterarguments, and developing mutual understanding (Goodin, 2008; Weinmann, 2017). Deliberative within is also known as information processing which comprises specific cognitive processes of individuals as citizens of a democratic society (Weinmann, 2017). However, the instrument was aimed to be used for respondents in post deliberation session. In our study, we aim to construct an instrument to be applicable during the pre-deliberation session. Furthermore, it was constructed to not only measure one attitude. Thus, it requires proper reconstruction so it could reflect one's attitude before a deliberation session takes place.

Construction indicators or questions that will be used as the instrument measuring one's attitude requires proper wording structure. The relationship between values and social structures, and between values and attitudes, appears to be relatively simple. Ostensibly, groups, organizations, or cultures share values, which in turn gives rise to object-specific attitudes (Bergman, 1998). However, several groups of social scientists particularly functionalist and rational choice theorist do have some reservations on the structural explanation. They perceived that behavioral dispositions do not arise from social structure (Bergman, 1998).

Rather than adopting either the individualistic, the interactionist, or the structuralist view as the only valid approach (which would mean that non-confirming evidence must be declared as a mere "measurement error"), Bergman (1998) developed a formulation that can account for structural as well as idiosyncratic influences in constructing attitude measurement.

Hence, for this study, we utilized the definition of attitude as proposed by Bergman in his article. Bergman mentioned that;

Attitudes are always attitudes about something. This implies three necessary elements: first, there is the object of thought, which is both constructed and evaluated. Second, there are acts of construction and evaluation. Third, there is the agent, who is doing the constructing and evaluating. We can therefore suggest that, at its most general, an attitude is the cognitive construction and affective evaluation of an attitude object by an agent. (Bergman, 1998, p. 87)

The three elements which are the object of thought, acts of evaluation and agent of evaluation were ensured to be included in the question asked. This will allow the instrument to comprehensively measure one's attitude towards deliberation.

METHODOLOGY

For this study to produce an instrument that is strongly reliable and validated, we must adhere to procedural rules in developing the instrument. Mackenzie and colleagues have produced guidelines for

proper steps that needed to be followed in developing scales/instrument for business and management study (Mackenzie, Podsakoff, & Podsakoff, 2011). The steps include scale and model development, purification, pre-test, and scale validity test. The study has been divided into three different studies. The first study aims to develop potential indicators to be used in the measurement model and produces content validity for the indicators. The second study was used for scale purification and refinement. The third study aims to produce scale reliability and validity. Thus, for this purpose, we will engage Partial Linear Square (PLS) Structural Equation Model (SEM), (PLS-SEM) as a method for the assessment. In this study, we will also determine the predictive validity of the produce constructs. Hence, we can fulfil the requirements for the scale validity and reliability assessment (Mackenzie, Podsakoff, & Podsakoff, 2011; Sarstedt et al., 2014).

Study 1: Development of Measurement Model and Content Validity

The quantitative study is still limited in both PCSR and deliberative democracy discipline of study. Despite that, scholars in these disciplines have discussed and provided arguments either supporting or criticizing the concept of PCSR (e.g., Voegtlin, Patzer, & Scherer, 2012; Frynas & Stephens, 2015; Levy, Reinecke, & Manning, 2016; Scherer et al., 2016). It is through these discussions that researchers were able to come out with item generation and model conceptualization for any quantitative study related to this field. It is this similar procedure that has been adapted by Voegtlin in developing a scale for measuring "Responsible Leadership" (Voegtlin, Patzer, & Scherer, 2012). Hence, for this study, initial indicators/ questions are based on theoretical reviews as well as in-depth interviews with academicians who are expert in questionnaire development for sociological and management study. Initially, a total of 63 items were generated based on a review in literatures and interviews. Instruments which were adapted from previous studies were restructured so that it reflects for measurement of one's attitude (Edwards, 1983).

Following the development of this original set of statements, the items were screened to eliminate any items that were ambiguous, redundant, and otherwise faulty, which resulted in a pool of 54 items. Seven doctorate students then evaluated these 54 items. After reading the definition of each dimension of deliberative attitude, its indicators and related explanation, they assigned the items to one of the four dimensions or a "not applicable" category. An item was retained if at least six of the judges chose the same category (Yi & Gong, 2013). An additional four judges rated how well each of the 54 items reflects the different indicators of deliberative attitude, using the following scale: 1 = clearly representative, 2 = somewhat representative, and 3=not at all representative. For the four indicators, this study retained only items that three judges evaluated as clearly representative (Yi and Gong, 2013). The process eliminates 14 items leaving only 40 items.

Study 2: Item Purification and Exploratory Factor Analysis

To examine the measurement model construct validity, items generated in the first study were distributed to 120 postgraduate researchers through an online survey. Although the final questionnaire was meant for oil-palm smallholders but utilizing students who have the cognitive capability in the development of the instrument would be sufficient to measure the instrument construct validity (Mackenzie, Podsakoff, & Podsakoff, 2011; Voegtlin, 2012). From 120 questionnaires distributed, a total of 100 samples were collected which were considered adequate for an initial exploratory study in developing a scale (Mackenzie, Podsakoff, & Podsakoff, 2011). The average age of respondents is 31.5 years old, while 64% of

the respondents were female and 36% were male. A total of 43% possess a Master's degree while 57% have a Bachelor's degree.

The empirical validation started with an exploratory approach. The exploratory factor analysis aims at discovering an empirical connection among variables. In this case, the analysis focused on which items in the initial item pool best represented the underlying construct of deliberative attitude. An exploratory factor analysis (EFA) using SPSS 22.0 (IBM, 2011) was conducted to explore the structure of the construct (i.e., whether it is represented by one or more dimensions) and to sort out inappropriate items. Following the suggestion from Yi and Gong, this research then evaluated the items using EFA (principal components factor analysis with varimax rotation) (Yi & Gong, 2013). An iterative process eliminated items that had a factor loading below .50, high cross-loadings above .40, and low commonalities below .30 (Hair et al., 2006). The final factor analysis resulted in four factors with eigenvalues exceeding 1 and explained 77.95% of the total variance.

The Cronbach's alpha values for the four dimensions ranged from .79 to .93, all exceeding the .70 cut-off value recommended by Creswell (2013). The Kaiser–Meyer Olkin (KMO) value of .842 and a significant chi-square value for Bartlett's test of sphericity ($\chi 2$ =4695.65, p<.001) indicated that factor analysis was appropriate for the data (Yi & Gong, 2013). Table 1 presents the final list of items retained

Construct/	Dimensions Indicators		Factor Loadings		
Dimensions			2	3	
Deliberative	I need to listen to both pro and against argument before deciding which one need to be supported during deliberation	.840			
	I will think about the positive and negative aspect of my argument during the deliberation	.836			
	We should consider different points of view and need to be included and consulted in making decisions during deliberations				
Attitude	Listening to other people's views can broaden and enrich my views during the deliberation	.833			
	Disagreements are to be expected; what matters is that we continue to cooperate in deciding deliberation	.820			
	For me, what is important during deliberation is that you get your say, not that you get your way	.754			
Motivation on Deliberation	I will participate in deliberation because I want to influence the direction of this country		.852		
	I consider participating in deliberation is a waste of resources (<i>Reverse Coded Question</i>)		.846		
	I consider participating in deliberation because deliberation would resolve an arising issue.		.817		
	I consider myself are ready for any deliberation			.856	
	I am supporting deliberation because it has a beneficial outcome			.796	
Support on	I am supporting deliberation because it can resolve conflict			.777	
Deliberation	I am supporting deliberation which embraces any suggestions from any participant			.767	
	I am supporting the deliberation practices if there is a healthy discussion between participants			.742	

Table 1. Indicators factor loadings in exploratory factor analysis (EFA)

for confirmatory factor analysis. From all 40 items used for this study, the result from factor analysis showed that only 16 items consist of adequate factor loadings (0.6 and above) and does not cross-load (less than 0.4) with other constructs. The 16 items loaded into four dimensions were then screened again by academicians who are experts in scale development. One dimension consisting of 2 items was discarded due to the potential of confusing indicators.

Hence, the 14 items loaded into three constructs were retained for the third study. The constructs were then labelled as deliberative attitude, support on deliberation, and motivation on deliberation. The labelling was based on an important concept each question was intended to measure. For instance, in deliberative attitude, the question shall reflect the person attitudinal intention while support on deliberation describes one support towards the process. The labelling procedure is based on procedures suggested by William and colleagues (Williams, Onsman, & Brown, 1996). The construct shall reflect the theoretical and conceptual intent for measuring one deliberative attribute.

Study 3: Construct and Criterion Validity

The usage of Structural Equation Modeling (SEM) in CSR studies has been rapidly expanding. Despite that, there are still limited applications of SEM in PCSR study. This is mostly due to the competing paradigm within the disciplines (Scherer, 2017). However, with the recent enlightenment and calls for more positivists to be involved in PCSR study (Scherer, 2017), the usage of SEM could be beneficial in the advancement within this discipline. The SEM method allows researchers to model, simultaneously estimate and test complex theories with empirical data (Sarstedt et al., 2014). With the advancement of variance-based SEM through Partial Linear Square (PLS-SEM), researchers could validate the construct that was developed (Sarstedt *et al.*, 2014). As the constructs involved both measurement and structural model, the process for construct validity will follow procedures as suggested by Sarstedt and colleagues. A summary of the procedures is shown in Table 2.

The third study involved 150 graduate students as respondents. The average age of respondents is 33.5 years old. 62% of the respondents were female and 38% were male, and 54% possess a Master's degree while 47% of respondents have a Bachelor's Degree. Data collected were then coded and converted into a comma-separated value (csv) file. The statistical PLS software ADANCO was used to analyze the data collected (Henseler & Dijkstra, 2015; Henseler, Hubona, & Ray, 2016) Data were analyzed for several measurement models construct validities (e.g., construct validity, convergent validity, discriminant validity, multicollinearity) (Hair et al., 2012; Sarstedt et al., 2014; Henseler, Hubona, & Ray, 2016; van Riel et al., 2017). The next two (2) subsections will discuss construct validity for both measurement and structural model.

No	Measurement Model (Reflective Models)	Structural Model
1	Indicator reliability	Multi-Collinearity Between Constructs
2	Internal consistency reliability	Predictive Relevance
3	Convergent validity	Significance and relevance of path coefficients
4	Discriminant validity	

Table 2. Assessment procedure for measurement and structural model

Adapted from (Sarstedt et al., 2014)

Figure 1. Path model and PLS-SEM estimates. Notes: ***p < 0.01



Measurement Model Construct Reliability and Convergent and Discriminant Validity

The first step in validating the measurement model construct is through the indicators loadings which are known as Confirmatory Factor Analysis (CFA). Loadings above 0.70 indicate that the construct explains over 50% of the indicator's variance (Sarstedt et al., 2014; Dijkstra & Henseler, 2015). The next step involves the assessment of the constructs' internal consistency reliability. When using PLS-SEM, internal consistency reliability is typically evaluated using Joreskog's (1971) composite reliability p_c . In assessing reliability, higher values indicate higher levels of reliability. Values between 0.60 and 0.70 are considered ''acceptable in exploratory research'', whereas values between 0.70 and 0.95 are considered ''satisfactory to good' (Hair et al., 2012). Findings from the study showed that loadings for all indicators are above 0.70 and the Joreskog internal consistency reliability score ranged from 0.8 to 0.95. However, some of the indicators must be eliminated because they carried low loading scores in the Confirmatory Factor Analysis (CFA). Table 3 and Table 4 each show results for CFA and construct reliability of the measurement model. Results for other reliability tests (i.e., Dijkstra-Henseler's rho and Cronbach alpha) were also included in Table 4.

Next, the convergent validity of the reflectively measured constructs is examined. Convergent validity measures the extent to which a construct converges in its indicators by explaining the items' variance. Convergent validity is assessed by the average variance extracted (AVE) for all items associated with each construct. The AVE value is calculated as the mean of the squared loadings for all indicators associated with a construct (Sarstedt, et al., 2014). An acceptable AVE is 0.50 or higher, as it indicates that on average, the construct explains over 50% of the variance of its items (Sarstedt et al., 2014; Henseler, Hubona, & Ray, 2016). The discriminant validity was measured using the Fornell-Lacker Criterion (Sarstedt, et al., 2014). The method compares each construct's AVE value with the squared inter-construct correlation (a measure of shared variance) of that construct with all other constructs in the structural model. The

Indicator	Deliberative Attitude	Motivation on Deliberation	Support on Deliberation
SD1			0.6353
SD2			0.8635
SD3			0.6794
SD4			0.9108
SD5			0.7625
DA1	0.8761		
DA2	0.9093		
DA3	0.8924		
DA4	0.9015		
DA5	0.9045		
DA6	0.7229		
MD1		0.9078	
MD2		0.8308	
MD3		0.8882	

Table 3. Factor loadings and confirmatory factor analysis (CFA)

Table 4. Reliability and internal consistency assessment

	Dijkstra-Henseler's Rho (ρA)	Jöreskog's Rho (pc)	Cronbach's Alpha(α)
Deliberative Attitude	0.9397	0.9440	0.9346
Motivation on Deliberation	0.9569	0.9083	0.8582
Support on Deliberation	0.8799	0.8823	0.8356

recommended guideline is that a construct should not exhibit each construct's shared variance with any other construct that is greater than its AVE value (Sarstedt et al., 2014).

Table 5 shows both the AVE value and Fornell-Lacker Criterion for each construct. The AVE values for this model exceeded 0.50 for the reflective constructs (Hair, et al., 2012), thus indicating convergent validity for all constructs. Furthermore, the Fornell and Larcker (1981) criterion demonstrated that all AVE values for the reflective constructs were higher than the squared interconstruct correlations, indicating discriminant validity. Hence it is proven that the construct generated from the previous study was validated as a measurement model. The next step is to validate the structural model for each construct.

Validating Structural Model

After the construct measures have been confirmed as reliable and valid, the next step is to assess the structural model results. However, before any assessment is due, we must consider the path relation for each construct. In doing so, we must refer to theoretical literature in both PCSR and deliberative democracy. Neblo and colleagues have mentioned that one decision to participate in deliberation might be due to different kinds of motivation (Neblo et al., 2010). Motivation has also become an important element

Construct	Deliberative Attitude	Motivation on Deliberation	Support on Deliberation
Deliberative Attitude	0.7574		
Motivation on Deliberation	0.2077	0.7677	
Support on Deliberation	0.4273	0.4549	0.6043

Table 5. AVE values and Fornell-Larcker test of discriminant validity

Note: AVE values are on the diagonal (in bold).

when Jennstal tried to observe some correlation between different personality traits and motivation to participate in deliberative democracy (Jennstål, 2016). Scholars in PCSR have also shown that some of the participants became involved in MSI for them to have a platform to voice out their concerns or problems (Cheyns, 2011). Hence, in this study, we argue that deliberation motivation construct affects a person's support to deliberation while deliberative attitude affects both deliberation motivation and support to deliberation. The relation for each construct is shown in Figure 1.

Before interpreting the path coefficients, we examined the structural model for collinearity, which is important because the estimation of the path coefficients is based on ordinary least squares regressions (Mooi & Sarstedt, 2011). The results of these analyses may be biased if collinearity is present (Hair, et al., 2014). VIF values of these analyses ranged between 1.100 (Deliberation Motivation) and 1.120 (Support on Deliberation), providing confidence that the structural model results are not negatively affected by collinearity.

The examination of the endogenous constructs' predictive power shows that Support on Deliberation, the primary outcome measure of the model, has a substantial R^2 value of 0.606. However, the prediction of Deliberation Motivation is comparably weak ($R^2 = 0.208$). However, considering the multitude of potential antecedents of deliberation motivation, this construct's R^2 value is satisfactory. Blindfolding was used to evaluate the model's predictive relevance for each of the endogenous constructs. Running the blindfolding procedure with an omission distance of seven yielded cross-validated redundancy values for all two endogenous constructs well above zero (Deliberation Motivation: 0.167; Support on Deliberation: 0.328), provided support for the model's predictive relevance (Sarstedt *et al.*, 2014). Furthermore, the effect size was also measured through Cohen f^2 . The effect size indicates how substantial a direct effect is. Its values can be greater than or equal to zero (Henseler, Hubona, & Ray, 2016). A score of more than 0.35 shows a strong direct effect while scores between 0.15 to 0.35 show a moderate effect (Henseler, Hubona, & Ray, 2016). The f^2 findings do support the previous R^2 test. Only deliberative attitude shows a moderate score on motivation. This could be due to numerous factors which affect one's motivation for deliberation.

The final step of the structural model analysis considers the significance and relevance of the structural model relationships. Results from the bootstrapping procedure (125 cases, 5000 samples, no sign changes option) reveal that all three structural relationships are significant (p<0.05). The results in Figure 2 highlight the important role of Deliberation Attitude and Deliberation Motivation in driving Support on Deliberation with path coefficients of 0.437 and 0.475, respectively. Deliberation Attitude also showed a strong path coefficient on Deliberation Motivation with a score of 0.456.

A different picture emerges when considering the indirect effect of Deliberation Attitude on Support on Deliberation via the mediator Deliberation Motivation. The corresponding total effect is given by the following equation (Sarstedt, et al., 2014):

Table 6. Path coefficient for each construct

Effect	Beta	Indirect Effects	Total Effect	Cohen's f ²
Deliberative Attitude -> Motivation on Deliberation	0.456		0.456	0.262
Deliberative Attitude -> Support on Deliberation	0.437	0.217	0.654	0.384
Motivation on Deliberation -> Support on Deliberation	0.475		0.475	0.455

Total effect = direct effect + indirect effect = 0.437 + 0.456(0.475) = 0.654

As shown above, this total effect is much stronger than the direct (total) effect of Deliberation Motivation on Support on Deliberation (0.455), underlining the important role of Deliberative Attitude. Additionally, these results suggest that Deliberation Motivation might mediate the relationship between Deliberation Attitude and Support on Deliberation. Table 6 provides an overview of all total effects and their significance.

Summary of Findings in Study 3

This third study aims to assess the validity and reliability of the measurement model where its constructs were developed within the second study. The study also aims to validate the proposed structural model (Figure 1) and test the predictive ability of the related constructs. Findings from Study 3 show that the indicators obtained from the exploratory factor analysis (EFA) were validated through several assessments in proving its construct validity. The indicators show great factor loadings in confirmatory factor analysis (CFA) and achieved scores between 0.88 and 0.94 inconsistent reliability. Furthermore, the construct shows an AVE score of more than 0.6 which shows acceptable convergent factors between indicators. The Fornell-Lacker Criterion score for each construct was also lower than the AVE score showing discriminant validity for the measurement model. In assessing the constructs' predictive validity, both deliberative attitude and motivation on deliberation show significant cause relation on support on deliberation. All the predictive assessments (R^2 and f^2 value) show moderate to strong direct effect between constructs. The blindfolding test also showed a score well above zero for the two endogenous constructs. Both of the assessments provide preliminary or the early nomological net in the study related to deliberative attitude.

DISCUSSION

In this three-part study, we aim to produce content and construct validity for the constructs under the categorization of deliberative attributes. Although on the first conceptualization, we aim at identifying deliberative attribute construct, with the findings from exploratory factor analysis, the other two constructs (i.e., support on deliberation and motivation on deliberation). Based on the findings, the data were subjected to strict procedural assessment which was recommended in statistical analysis and PLS-SEM model composing (Mackenzie, Podsakoff, & Podsakoff, 2011; Hair, et al., 2012; Sarstedt, et al., 2014). Hence, we would ensure the validity and reliability of the proposed instrument. In the third (3rd) study, we will test the nomological validity and examine the composite factor of deliberative democracy. Findings from

the study will greatly contribute to both PCSR and deliberative democracy literatures. Moreover, it would also allow better and comprehensive management procedure within Multi-Stakeholder Initiative (MSI).

Challenges on MSI legitimacy occurred when the institution missed the actual expectations of members of the society (Palazzo & Scherer, 2006; Scherer, 2017). It is the main assumptions of MSIs to bring a level playing field and resolve the disparity in issues such as power between its members (Cheyns, 2011). However, the inability of the institution to fulfil the actual expectations results in constant criticism and pressures on the initiatives. The pressures however brought dynamically to institutional practice. As changes occur, members are expecting better practices and policy execution. However, pressures are still emerging (Cheyns, 2014; Köhne, 2014; Moog, Spicer, & Böhm, 2015; Rietberg & Slingerland, 2016). Demand for more empirical evidence to support normative ideas of PCSR needs to be presented. Two previous works which review the current position and situation of PCSR proposed more empirical works within this discipline (Frynas & Stephens, 2015; Scherer, 2017). The development and validation of scale and constructs related to the deliberative attitude scale is one important avenue in expanding interest in empirical research in PCSR.

Moreover, in the primary work of Scherer and Palazzo (2007) in conceptualizing PCSR, they have underlined how the second Habermasian approach highly relies on the communicative platform. Stake-holders such as corporation and NGOs would be able to observe their deliberative democratic approach through the existence of MSI. Hence, scholars in PCSR need to give similar attention to the MSI as similarly being given to the corporation. One of the monumental problems is the governance of MSI is different from corporations or any social organizations. While the corporation might be anchoring profit-making as the main direction, MSIs consist of different agenda. Besides ensuring efficacy and enforcement as the output legitimacy, the institution highly relies on consensual approval, inclusion and representativeness as the internal legitimacy (Schouten & Glasbergen, 2011; Mena & Palazzo, 2012).

Deliberative democracy was the main thesis of the institution. With the expansion of MSIs to include more stakeholders, the real challenge is for the institution to uphold the deliberative approach and reducing power relations between the stakeholders involved. If it is not being taken seriously, similar incidents which have been documented by Chenys (2011) could be still happening and increasing. The proposed instrument in this study allows institution such as MSI to measure the deliberative capacity of current participation and potential participation more effectively and efficiently.

FUTURE RESEARCH DIRECTIONS

Despite the strong potential of this scale in PCSR and deliberative democracy disciplines, it has several limitations too. First, the predictive assessment only involves the preliminary structure of nomological network connective deliberative attitude with support and motivation in deliberation. There are possibly various other factors that could be used as either antecedents or outcomes of deliberative attitudes, support, and motivation on deliberation. Future studies might explore what could be the other factors and hence could expand the nomological network. Second, the study collected responses from graduate students. Although scholars in quantitative and PLS-SEM study have agreed that graduate students could be used as respondents in management and business study (Mackenzie, Podsakoff, & Podsakoff, 2011; Henseler, Hubona, & Ray, 2016; Kuppelwieser, Putinas, & Bastounis, 2017), data collected from other respondents especially in different levels of social structure could increase the robustness of the scale. Thus, future studies could employ different respondents from different levels of social structure.

CONCLUSION

It has been discussed in the earlier section where works that involve the positivist paradigm is still elementary. There are however several different scales developed in the deliberative democracy discipline. Despite that, the developed scale experience several disabilities including not being statistically validated (Borgida et al., 2009); Scales are not constructed for measuring attitude (Weinmann, 2017) and the scale developed was meant to measure a respondent's perception on deliberation session which they have been a participant (Carpini, Cook, & Jacobs, 2010). Hence, we took the challenges and restructured all scales so that it could be measuring one attitude towards deliberations. We also have conducted multiple interviews with scholars for several other added indicators. The pool of indicators was then passed through rigorous validity assessments including content validity, construct validity and predictive validity in several different studies. This will ensure the final scale developed was robust and statistically validated.

The final scale which includes fourteen scales in three different constructs (refer to Table 1) could be utilized in both PCSR and deliberative democracy research. The introduction of the deliberative attitude scale together with support and motivation on deliberation would be able to assist institutions such as MSI in not only understanding their participants deeper. It could also help institutions to categorize their potential participant according to their attitude towards deliberation. Categorization in this case does not necessarily mean discrimination. It would facilitate the institution in providing a more conducive environment for the deliberation session. For instance, MSI must deal with thousands of potential participants when they decided to embrace smallholders as part of its stakeholders. Through the introduced scale, MSI can wisely allocate their resources such as providing a good moderator to facilitate the deliberation process. Moreover, the scale shall help NGOs and social scientists to promote deliberation in their area. It could be used as one of the important pieces of evidence for proving that society can deliberate with other stakeholders.

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