

TABLE 5.1 | Comparing Cultural Norms and Values

Aspects of Culture	U.S. American Culture	Other Cultures
Sense of self and space	Informal: handshake	Formal: hugs, bows, handshakes
Communication and language	Explicit, direct communication Emphasis on content–meaning found in words	Implicit, indirect communication Emphasis on context–meaning found around words
Dress and appearance	“Dress for success” ideal Wide range in accepted dress	Dress seen as a sign of position, wealth, prestige Religious rules
Food and eating habits	Eating as a necessity–fast food	Dining as a social experience Religious rules
Time and time consciousness	Linear and exact time consciousness Value on promptness, time = money	Elastic and relative time consciousness Time spent on enjoyment of relationships
Relationships, family, friends	Focus on nuclear family Responsibility for self Value on youth, age seen as handicap	Focus on extended family Loyalty and responsibility to family Age given status and respect
Values and norms	Individual orientation Independence Preference for direct confrontation of conflict	Group orientation Conformity Preference for harmony
Beliefs and attitudes	Egalitarian Challenging of authority Individuals control their destiny Gender equity	Hierarchical Respect for authority and social order Individuals accept their destiny Different roles for men and women
Mental processes and learning style	Linear, logical, sequential Problem-solving focus	Lateral, holistic, simultaneous Accepting of life’s difficulties
Work habits and practices	Emphasis on task Reward based on individual achievement Work has intrinsic value	Emphasis on relationships Rewards based on seniority, relationships Work is a necessity of life