

## Cultural Differences

Cultural differences (preferences) shouldn't paralyze us, but by understanding them we can be better international agents and make a difference. We can gain an open door in another culture or group of people.

### **Hierarchy of Hispanic Values** (as perceived by Hispanics)

1. Family
2. Hospitality
3. "Carino" (affection, caring)
4. Religiousness
5. Celebrations
6. Community
7. Education
8. School
9. Work
10. Money

### **Hierarchy of American Values** (as perceived by Hispanics)

1. Money
2. Materialism
3. Individualism
4. Work
5. Education
6. Technology
7. Organization
8. Punctuality
9. Family
10. Religion

### **Family-Oriented Culture**

1. Reserved, indirection
2. Support
3. Affiliation to group (family)
4. Find consensus difficult
5. Intimacy
6. Class ranking and status
7. Formality
8. Style
9. Need to be loved
10. Spirituality
11. Present-past orientation
12. "We" -ism
13. Group motivation
14. Improvisation
15. Happy go lucky (relaxed)
16. Celebration of Life

### **Task-Oriented Culture**

1. Confrontation
2. Competition and independence
3. Individualism
4. Fair play and cooperation
5. Superficiality in relations
6. Equality through achievement
7. Informality
8. Comfort
9. Need to be liked
10. Materialism
11. Future-orientation
12. "I"-ism
13. Self-motivation
14. Planning, perfect organization
15. Serious, intense
16. Celebration of effort

*Culture Shock is the disorientation that results from unfamiliar surroundings and unmet expectations.*

	<b><u>Mainstream American Culture</u></b>	<b><u>Other Cultures' Values</u></b>
<b><u>Sense of Self &amp; Space</u></b>	Informal Handshake	Formal hugs, bows, handshakes
<b><u>Communication &amp; Language</u></b>	Explicit, direct communication, emphasis on content (meaning found in words)	Implicit, indirect communication, emphasis on content (meaning found around words)
<b><u>Dress &amp; Appearance</u></b>	Dress for success, ideal. Wide range in accepted dress	Dress seen as a sign of position, wealth, prestige, religious rules
<b><u>Food &amp; Eating Habits</u></b>	Eating seen as a necessity - fast food	Dining a social experience, religious
<b><u>Time &amp; Time Consciousness</u></b>	Linear and exact time consciousness, value on promptness, time = money	Elastic and relative time consciousness. Time spent on the enjoyment of relationships
<b><u>Relationships, Family, &amp; Friends</u></b>	Focus on nuclear family. Responsibility for self, value on youth, age seen as a handicap	Focus on extended family. Loyalty and responsibility to family, age given status.
<b><u>Values &amp; Norms</u></b>	Individual orientation, independence, preference for direct confrontation of conflict.	Group orientation, conformity, preference for harmony.
<b><u>Beliefs &amp; Attitudes</u></b>	Equalitarian, challenging of authority. Individuals control their destiny. Gender equality.	Hierarchical. Respect for authority and social order. Individuals accept their destiny. Different roles for men and women.
<b><u>Mental Processes &amp; Learning Style</u></b>	Linear, logical, sequential. Problem solving focus.	Lateral, holistic, simultaneous (survival). Accept life's difficulties.
<b><u>Work Habits &amp; Practices</u></b>	Emphasis on task. Reward based on individual achievement. Work has intrinsic value.	Emphasis on relationships. Rewards based on seniority, relationships. Work is a necessity for life.