

Tool Box of Ideas for Smaller Centres:
Attracting, Welcoming & Retaining Immigrants to Your Community



Resource Handout #3

Differences - Cultural Norms & Values

Adapted from *The Managing Diversity Survival Guide*, Gardenswartz and Rowe (IRWIN, 1994)

Dimensions of Culture	Western Culture	Non-Western Cultures
1. Sense of self & space	Informal Handshake	Formal Hugs, bows, handshakes
2. Communication & language	Explicit, direct communication Emphasis on content— meaning found in words	Implicit, indirect communication Emphasis on context— meaning found around words
3. Dress & appearance	"Dress for success" ideal Wide range in accepted dress	Dress seen as a sign of position, wealth, prestige Religious rules
4. Food & eating habits	Eating as a necessity—fast food	Dining as a social experience Religious rules
5. Time & time consciousness	Linear and exact time consciousness Value on promptness— time = money	Elastic and relative time consciousness Time spent on enjoyment of relationships
6. Relationships, family, friends	Focus on nuclear family Responsibility for self Value on youth, age seen as handicap	Focus on extended family Loyalty & responsibility to family Age given status and respect
7. Values & norms	Individual orientation Independence Preference for direct confrontation of conflict	Group orientation Conformity Preference for harmony
8. Beliefs & 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 & women
9. Mental processes & learning style	Linear, logical, sequential Problem-solving focus	Lateral, holistic, simultaneous Accepting of life's difficulties
10. Work habits & 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