



Culture

- ❖ **The totality of values, beliefs, and behaviors common to a large group of people**
- ❖ **May include shared language and folklore, ideas and thinking patterns, and communication styles**
- ❖ **The “truths” accepted by members of the group**



Culture

- ❖ **The body of learned beliefs, traditions, principles and guides for behavior that are shared among members of a particular group.**
- ❖ **Serves as a road map for both perceiving and interacting with the world.**



Culture: Behavioral “Software” That Programs Us All

- ❖ **Determines our behavior and attitudes**
- ❖ **No one is culture-free**
- ❖ **Most cultural rules are never written**
- ❖ **We interpret other people’s behavior through our own cultural software**



Stereotyping

- ❖ When we stereotype, we place a person in a particular “mental file,” not based on information gained through knowledge about or personal experience of the particular person. Rather, we assign the person to a “mental file” based upon what we believe about a group to which the person belongs.



Stereotyping

- ❖ Once learned, those stereotypes are called up instantly by our brain's Reticular Activating System (RAS)
- ❖ Stereotyping is very difficult to undo



Diversity Competence

❖ **AWARENESS**

❖ **KNOWLEDGE**

❖ **SKILLS**