### Differences - Cultural Norms & Values


<table>
<thead>
<tr>
<th>Dimensions of Culture</th>
<th>Western Culture</th>
<th>Non-Western Cultures</th>
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</thead>
</table>
| 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  
Fasting | 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 |