THE EFFECTS OF CULTURE ON THE RESEARCH LAB AND RESEARCH STUDY DESIGN

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- Define Culture
- Briefly explore how to identify your cultures
- Identify how culture shows up in research
- Give helpful considerations for research

TODAY'S GOALS:

WHAT IS CULTURE?

THE CULTIVATION OF BACTERIA, TISSUE CELLS, ETC. IN AN ARTIFICIAL MEDIUM CONTAINING NUTRIENTS.

WIKIPEDIA SAYS:

CULTURE (/ˈKʌLTƐƏR/) IS AN UMBRELLA TERM WHICH ENCOMPASSES THE <u>SOCIAL BEHAVIOR</u> AND <u>NORMS</u> FOUND IN <u>HUMAN</u> <u>SOCIETIES</u>, AS WELL AS THE <u>KNOWLEDGE</u>, <u>BELIEFS</u>, <u>ARTS</u>, <u>LAWS</u>, <u>CUSTOMS</u>, CAPABILITIES, AND <u>HABITS</u> OF THE INDIVIDUALS IN THESE GROUPS.[1] HUMANS ACQUIRE CULTURE THROUGH THE <u>LEARNING</u> PROCESSES OF <u>ENCULTURATION</u> AND <u>SOCIALIZATION</u>, WHICH IS SHOWN BY THE DIVERSITY OF CULTURES ACROSS SOCIETIES.

A <u>CULTURAL NORM</u> CODIFIES ACCEPTABLE CONDUCT IN SOCIETY; IT SERVES AS A GUIDELINE FOR BEHAVIOR, DRESS, LANGUAGE, AND DEMEANOR IN A SITUATION, WHICH SERVES AS A TEMPLATE FOR EXPECTATIONS IN A SOCIAL GROUP. ACCEPTING ONLY A <u>MONOCULTURE</u> IN A SOCIAL GROUP CAN BEAR RISKS, JUST AS A SINGLE SPECIES CAN WITHER IN THE FACE OF ENVIRONMENTAL CHANGE, FOR LACK OF FUNCTIONAL RESPONSES TO THE CHANGE.[2] THUS IN MILITARY CULTURE, <u>VALOR</u> IS COUNTED A TYPICAL BEHAVIOR FOR AN INDIVIDUAL AND DUTY, HONOR, AND LOYALTY TO THE SOCIAL GROUP ARE COUNTED AS VIRTUES OR FUNCTIONAL RESPONSES IN THE <u>CONTINUUM OF CONFLICT</u>.

Culture Iceberg

The iceberg concept of culture

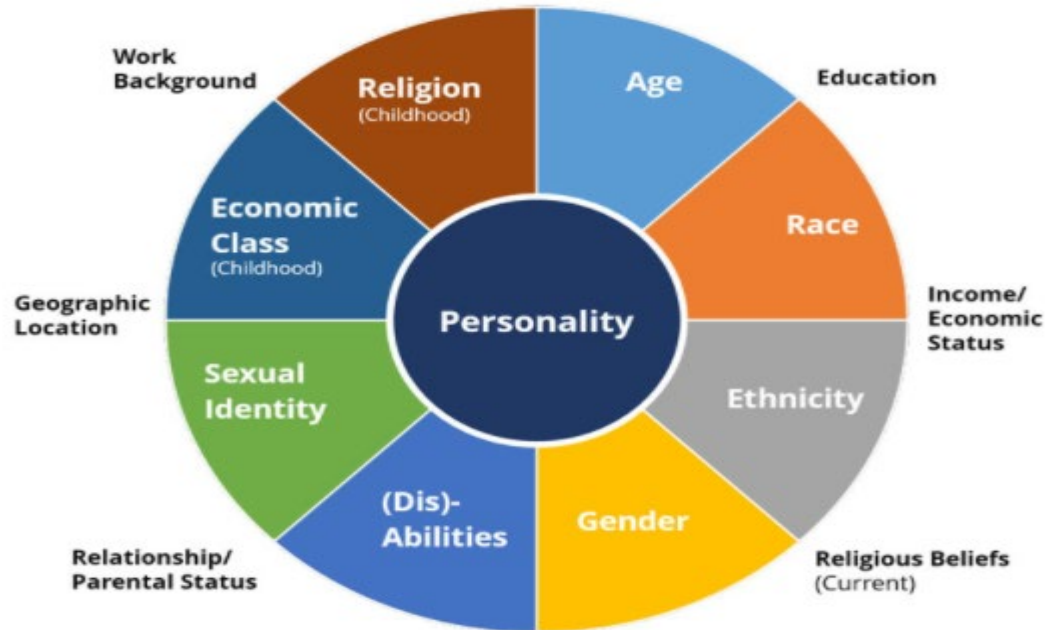**Primarily in awareness**

Fine arts   Literature
Drama   Classical music   Popular music
Folk-dancing   Games   Cooking   Dress

Primarily out of awareness

Notions of modesty   Conception of beauty
Ideals governing child raising   Rules of descent   Cosmology
Relationship to animals   Patterns of superior/subordinate relations
Definition of sin   Courtship practices   Conception of justice   Incentives to work
Notions of leadership   Tempo of work   Patterns of group decision-making
Conception of cleanliness   Attitudes to the dependent   Theory of disease
Approaches to problem solving   Conception of status mobility   Eye behaviour
Roles in relation to status by age, sex, class, occupation, kinship, etc.   Definition of insanity
Nature of frienship   Conception of "self"   Patterns of visual perception   Body language
Facial expressions   Notions about logic and validity   Patterns of handling emotions
Conversational patterns in various social contexts   Conception of past and future   Ordering of time
Preference for competition or co-operation   Social interaction rate   Notions of adolescence
Arrangement of physical space   Etc.

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Identifying Individual Culture(s): Dimensions of Diversity

WHO ARE YOU?

How Do Your Dimensions of Diversity Influence Your:
Experiences?
Values and Beliefs?
Attitudes and Behaviors?

Adapted from Marilyn Loden and Judy Rosener; *Workforce America! Managing Employee Diversity as A Vital Resource*, Homewood, IL: Business One Irwin (1991)

WHO ARE YOU?

SHOWS UP AS:

DO YOU SHOW UP FULLY AS YOURSELF?

- Family first
- Self determined
- Outspoken
- Respect for elders

- Career driven
- Co-dependent
- Introspective
- Equality
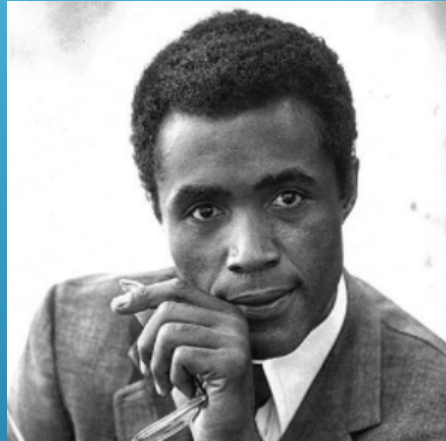
CULTURAL NORMS AS TRAITS

- Family number one priority
- Self determined
- Outspoken
- Respect for elders
- Career driven
- Co-dependent
- Introspective
- Equality

- Prioritize business hours and time off
- Require minimal supervision
- Conflict
- Subservient
- Out of balance
- Need hand holding
- Miscommunication
- Team player

CULTURAL NORMS AS TEAM MEMBERS

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- Elderly African American
- Bi-racial children

TARGETED POPULATION

LABELS AND CULTURE

Questions?

Please complete the survey:

https://ufl.qualtrics.com/jfe/form/SV_1WVLQUcrykr7YFM