Cultural norms

* **Define the terms culture and cultural norms**

What is culture? Provide a definition.

What are cultural norms?

Why are cultural norms useful?

Describe three aspects of life that cultural norms influence

Give an example of an explicit cultural norm (remember to state the culture you are referring to).

Give an example of an implicit cultural norm (remember to state the culture you are referring to).

* **Examine the role of two cultural dimensions on behaviour**

Describe the research carried out by Hoefstede (1773)

What is a dimension of culture?

In what ways do cultural dimensions influence behaviour?

Why should we learn about cultural dimensions?

Dimension 1: Individualism/Collectivism

What is individualism?

Name three individualistic countries.

What is collectivism?

Name three collectivist countries

Evidence

Describe research on conflict resolutions styles by Wei et al (2001) Survey

Dimension 2: (in IB study guide p46 Also PowerPoint Slide 33-35)

What is long term orientation versus short term orientation?

What does Confucian dynamism refer to?

Evidence

Describe research to compare perception of conflict resolution by Basset (2204)

What are the implications of this research