Cultural Competence

Chan, Sheila

http://hdl.handle.net/2027.42/122869

*Downloaded from Deep Blue, University of Michigan’s institutional repository*
• Research and improve library’s resources for developing intercultural competence and awareness
• For the campus community
• Support the university’s global engagement initiatives
PROJECT GOALS

CRITERIA
DEVELOP
- AUDIENCE
- PURPOSE
- SENSITIVITY

LIBRARY GUIDE
RESEARCH
- INTERCULTURAL AWARENESS & COMPETENCIES
- ABROAD & LOCAL

OUTREACH
PLAN
- WEB
- DIGITAL
- EVENT
PROJECT GOALS

Resource Criteria

Outline
- Audience
  - Undergraduate, Graduate, Faculty, Staff?
  - International or local, study abroad, work abroad?
  - No awareness/competence or somewhat knowledgeable?
- Reading Level/Readability
  - Average undergraduate level of reading (terminology)
  - Interesting/entertaining vs. dry and dense
- Purpose
  - Definitive, encyclopedic, general knowledge/understanding
  - In-depth, academic, useful for research or understanding issues
  - Guide for traveling (i.e., describing customs, etiquette, diet, etc.)
  - Tools (i.e., program search, self-assessments) or tips for study/work or overcoming problems related to being abroad
- Range of Information
  - How much of culture does it cover? (i.e., history, language, migration, intergroup relations, socio-economic-political Info, customs, diet, arts, literature, entertainment, daily life, family, gender relations, current issues, etc.)
- Depth of Information
  - How much information is given for each concept/subject? (i.e., basic facts, statistics, introduction, overview, instructions, ethnographic snapshot of actual lives, lengthy study, etc.)
- Sensitivity
  - Objective/unbiased/critical
  - Word choice
- Source
  - Is source clear?
  - Credibility of source
  - "Primary" or "secondary"
- Accuracy/Reliability
- Visual Appeal
  - Exterior and interior: layout, formatting, image-text balance, color
  - Websites: Arts, old style
- Ease of use
  - Structure (i.e., subheadings for different subjects)
  - Layout (i.e., are webpages hidden/hidden information tools on the right-hand side of the screen? Is there a good navigation bar? Search bar?)
  - Instructions needed to use the resource? Are they given?
PROJECT OVERVIEW

RESEARCH  DESIGN  TWEAK  OUTREACH
<table>
<thead>
<tr>
<th>Resource</th>
<th>Resource Link</th>
<th>U-M Sector</th>
<th>Name of Page</th>
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<td>CultureGrams</td>
<td><a href="http://workabroad.engin.umich.edu/finding-opportunities/cnc">http://workabroad.engin.umich.edu/finding-opportunities/cnc</a></td>
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<td>GN49-298</td>
<td>Physical anthropology. Somatology</td>
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<td>GN51-59</td>
<td>Anthropometry</td>
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<td>Race (General)</td>
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<td>GN280.7</td>
<td>Man as an animal. Simian traits versus human traits</td>
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<td>GN281-289</td>
<td>Human evolution</td>
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<td>GN282-286.7</td>
<td>Fossil man. Human paleontology</td>
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<td>GN296-296.5</td>
<td>Medical anthropology</td>
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<td>GN301-674</td>
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<td>GN357-367</td>
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<td>Applied anthropology</td>
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<td>GN406-517</td>
<td>Cultural traits, customs, and institutions</td>
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<td>GN406-442</td>
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<td>GN451-477.7</td>
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<td>Including communication, recreation, philosophy, religion, knowledge, etc.</td>
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<td>GN492-495.2</td>
<td>Political organization. Political anthropology</td>
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<td>GN495.4-498</td>
<td>Societal groups, ethnocentrism, diplomacy, warfare, etc.</td>
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<td>GN502-517</td>
<td>Psychological anthropology</td>
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<td>GN537-674</td>
<td>Ethnic groups and races</td>
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<td>GN550-674</td>
<td>By region or country</td>
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<td>GN700-890</td>
<td>Prehistoric archaeology</td>
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<td>GN550 .S45 2011</td>
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<td>GN550 .W46 2013</td>
<td>Who is an Indian?:</td>
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<td>GN 550 .W816 1920</td>
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<td>North American Indians of the plains,</td>
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<td>Library &amp; Web</td>
<td>Research</td>
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**Library & Web**

**Research**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
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<tbody>
<tr>
<td>Culture</td>
<td>Focus on cultural diversity, including historical, social, and political aspects.</td>
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<tr>
<td>Digital Literacy</td>
<td>Emphasizes the importance of digital skills in today's society.</td>
</tr>
<tr>
<td>Information Literacy</td>
<td>Teaches users how to evaluate and use information effectively.</td>
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</table>

**Table Example**

<table>
<thead>
<tr>
<th>Region</th>
<th>Language</th>
<th>Economy</th>
<th>History</th>
<th>Culture</th>
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<tr>
<td>North</td>
<td>English</td>
<td>Industrial</td>
<td>Modern</td>
<td>Modern</td>
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<tr>
<td>South</td>
<td>Spanish</td>
<td>Agricultural</td>
<td>Historical</td>
<td>Local</td>
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</tbody>
</table>

**Diagram Example**

- **Library**
  - Reading
  - Research
  - Collaboration
- **Web**
  - Search
  - Communication
  - Engagement
PROJECT OVERVIEW

RESEARCH

DESIGN

TWEAK

OUTREACH
Design

ORGANIZATION
CultureGrams provides simple overviews of over 200 countries, focusing on different populations' customs, lifestyles and societies. With a Kids, USA, Canada and World Edition, it is suitable for a general audience seeking basic awareness of perceived national cultures from a largely American perspective. This database also includes many audio-visual resources and comparison tools, as well as interviews from a small sample of local inhabitants. CultureGrams supports Text-to-Speech and PDF file printing.

Global Road Warrior

In addition to basic country facts, Global Road Warrior delivers information related to travel concerns regarding security, health, utilities, communication and entertainment. The Business Culture and Culture & Society sections are pertinent to travelers with business in mind and help address some stereotypes. Other features of Global Road Warrior can also be useful sources for general study of a population and their lifestyles. Highlights include: a historical timeline, a language video dictionary and publications from the US, UK and Australian governments.
### Basic Facts

**World Factbook (website)**

The CIA’s basic statistical and factual reviews of countries’ geography, society, government, economy, energy, communication, transportation, military and transnational issues.

**Europa World Plus (database)**

Regularly updated profiles, statistics and economic and political essays of regions and countries.

**GlobalEdge (website)**

Business-oriented insight to status, countries, trade blocs, markets and industries. Country short facts and statistics cover social sciences, includes external links to cultural resources.

**NativePlanet Indigenous Mapping (website)**

Demographic overview of indigenous communities in Africa, Asia and Latin America. Includes resource links for each group.

### News Sources

- **Newspaper Map**
  - Find newspaper websites by location on a map.

- **Library PressDisplay**
  - Browse electronic, recent issues of world newspapers by country.

### Design

- **I want to browse by...**
  - **Country**
  - **People**
  - **Subject**
  - **Series**

**Global Road Warrior (database)**

This database provides basic country facts and lengthier articles on business, security, health, utilities, communication and entertainment. Addresses some stereotypes and demonstrates popular phrases in foreign languages. eBook versions available in MIRyn.

**CultureGrams (database)**

Simple and easy to read overviews of over 200 countries, focusing on different occupations, customs, lifestyles and societies from an American perspective. Includes a Kids, USA, Canada and World Edition.

**Global Affairs Canada Country Insights (website)**

The Canadian government’s country profiles and guides to national cultures from Canadian and local perspectives. Includes resource links for additional information on culture, history, geography, etc.

**Commission Country Guides (website)**

Country guides discuss language, culture, customs and etiquette. This website also features additional blog posts regarding cultural awareness.

**Countries and Their Cultures (2001 ebook)**

National entries include information on history, ethnic relations, urbanism, government, society, economy, religion, health, arts, food, etc.
University of Michigan - Ann Arbor
Student Enrollment by Country and Level

Enrollment Level Fall Count...
- Total
- Undergraduates
- Graduate
- Professional

Fall 2015 Total Enrollment

Color Key for Enrollment Ranges
- 1-11
- 12-24
- 25-49
- 50-99
- 100-300
- 301-500
- >500

© OpenStreetMap contributors

A student’s “country” is determined by the address provided on the student’s application for admission to the U-M. This is similar — but not identical to — a student’s residency, which determines the student’s tuition rate.

Dashboard data source: Registrar’s Report 115.
There are many factors that contribute to our personal identity, sense of culture, and perception. The infographics below show just a few ways in which the U.S. and the people around us can be considered “diverse.”

Click on the image to view its larger original.
According to the United States Census Bureau, in 2012 and 2014, the U.S. is expected to become a "more diverse nation."

One example: Population percentages of immigrants and current minority groups are expected to rise.

**Race & Ethnicity**

What is the difference between race and ethnicity?

View replies from PBS and California Newsreel's experts. Learn more about race and diversity on PBS's RACE: The Power of an Illusion.

Click on the maps below to visit the original source for a larger view.

**University of Virginia Weldon Cooper Center for Public Service's "Racial Dot Map"**

**American Indian and Alaska Native as a Percentage of County Population: 2010**
Cultural Competence: Getting Started

Increase intercultural awareness and competencies for traveling abroad and living among culturally diverse populations.

How to Use This Guide

This guide will hopefully help you become more aware of different cultures and get started on building competencies. Keep in mind that increasing knowledge, building skills and shaping attitudes to communicate effectively and appropriately with others is an ongoing engagement with many different aspects to consider.

Included resource links will help you:
- Understand more about culture and cultural differences
- Become more aware of local diversity
- Find quick facts about a country, an ethnic group, or a religion
- Learn about the history, cultures and customs of a region or a country
- Prepare for going abroad

Terminology

This subject of cultural awareness and competencies includes a variety of terms, such as intercultural (interaction between at least two different cultures), intracultural (within the same culture), cross-cultural (comparing cultures), and multicultural (more than one culture).

Cultures are not necessarily divided by political boundaries, so intercultural communication is also distinct from international communication.

For more information, view Igor Ristíć's Intracultural, Intercultural, Cross-Cultural, and International Communication: What's the Difference? article and UNESCO's Cultural Competences PDF.

Keep an Open Mind

Need help finding additional information?

Ask a Librarian

Fun Reads

Obamastan! Land Without Racism (ebook) by Damali Avila
Imagine a land where the racism we know today doesn't exist! This satirical book will show you through funny ironies how the U.S. can become more inclusive.

They Eat That? (ebook) by Jonathan Deutsch;
Natalya Murakhver
Exotic and weird foods around the world.

Across the Pond
PROJECT OVERVIEW

RESEARCH  DESIGN  TWEAK  OUTREACH
OUTREACH

LEARN ABOUT CULTURES

CULTURAL COMPETENCE

guides.lib.umich.edu/culture
LEARN ABOUT CULTURES

WHAT ARE CULTURAL COMPETENCIES?
WHY ARE THEY IMPORTANT?

The University of Michigan has a large international and interstate population. You may encounter people with different customs and values that may affect communication and mutual understanding.

Cultural competencies are knowledge, attitudes and skills that will help you interact more respectfully with others in a culturally diverse community within the U.S., or abroad. Knowing about the local culture of your destination may also help ease anxiety and shock, making your travels more enjoyable.

For more information on cultural competencies, view UNESCO’s Intercultural Competences brochure.

guides.lib.umich.edu/culture

How do I communicate with someone from another culture?

Research Guides
LEARN ABOUT DIVERSITY

WHAT IS THE DIFFERENCE BETWEEN RACE AND ETHNICITY?
WHAT SHOULD I DO IF I DON’T UNDERSTAND SOMEONE’S ACCENT?
WHERE CAN I FIND STATISTICS ON THE U.S. POPULATION?

The Gender Unicorn

WHAT'S THE GENDER UNICORN?

DEMOGRAPHICS

Of the U.S. Population...
22% Are not Christian
9% Have a disability
21% Speak a language other than English at home

Information from the World Religion Database (2015) and the U.S. Census Bureau (2009, 2011)

Research Guides

OUTREACH

DIGITAL EXHIBIT

guides.lib.umich.edu/culture

Gender Unicorn Image from www.transstudent.org
LEARN ABOUT ETHNIC CULTURES

8TH LARGEST ETHNIC GROUP IN THE WORLD
(within a country)

POPULATION: 102 MILLION

WHO ARE THE JAVANESE?
A.K.A. Wong Djava, Tijang Djava, Orang Djava

LANGUAGE:
Javanese + Bahasa Indonesia

RELIGION:
Islam + Hindu-Buddhist & indigenous beliefs

Information from The Encyclopedia of World Cultures (1996) and The World Factbook (2015)
LEARN ABOUT TRAVELING ABROAD

guides.lib.umich.edu/culture

LOOKING FOR A STUDY PROGRAM OR AN INTERNSHIP ABROAD?

NEED TO KNOW A COUNTRY'S BUSINESS CULTURE?

JUST TRAVELING FOR FUN?

Research Guides
<table>
<thead>
<tr>
<th>Group</th>
<th>Webpage</th>
<th>Notes</th>
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<tbody>
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<td>Medicine - Global Reach</td>
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NEXT STEPS

STEP 1
OUTREACH
U-M WEBSpace
MLibrary
Student Org.

STEP 2
OUTREACH
Feedback
Promote
Events
NEXT STEPS

STEP 1
OUTREACH
U-M WEBSpace
MLIBRARY
STUDENT ORG.

STEP 2
OUTREACH
FEEDBACK
PROMOTE
EVENTS

STEP 3
TWEAK
MIDDLE EAST & ASIA
HISTORY, ARTS, BELIEFS...
UPDATE

FUTURE

?
MY LEARNING

COPYRIGHT, ACCESSIBILITY, PROJECT MANAGEMENT

INTERCULTURAL AWARENESS, TERMINOLOGY, WORD CHOICE

RESEARCH, TAKING CHARGE, COMMUNICATION, PRIORITIZING

PHOTOSHOP, HTML, GOOGLE TRENDS

U-M LIBRARY, CAMPUS RESOURCES