2016

Cultural Competence

Chan, Sheila

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CULTURAL COMPETENCE

July 29, 2016

MICHIGAN LIBRARY SCHOLARS CAPSTONE PROJECT

SHEILA CHAN
Mentors: ALEXA PEARCE & SCOTT DENNIS
• 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/compromise or somewhat knowledgeable?
  - Reading Level/Readability
    - <, =, or > average undergraduate level of reading (terminology)
    - Interesting/engaging vs. dry and dense
  - Purpose
    - Defining, 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/subjunct? (i.e., basic facts, statistics, introduction, overview, instructional, ethnographic/snapshot of actual lives, lengthy study, etc.)
  - Sensitivity
    - Objective/disseminated/critical
    - Word choice
  - Source
    - Is source clear?
    - Credibility of source
    - "Primary" or "secondary"
    - Accuracy/Recency
  - 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., area, pages, hidden, useful information, icons 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/nc">http://workabroad.engin.umich.edu/finding-opportunities/nc</a></td>
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<td>Study Abroad Resources</td>
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<td><a href="http://forsschool.umich.edu/downloads/GlobalResume.pdf">http://forsschool.umich.edu/downloads/GlobalResume.pdf</a></td>
<td>Ford</td>
<td>How to Create a Global Resume/CV</td>
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<td><a href="http://forsschool.umich.edu/downloads/InterviewCrossCult">http://forsschool.umich.edu/downloads/InterviewCrossCult</a></td>
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<td>Interviewing Across Cultures</td>
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<td><a href="https://www.si.umich.edu/careers/career-resources">https://www.si.umich.edu/careers/career-resources</a></td>
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<td>Study Abroad Resources</td>
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<td>International Career Pathways</td>
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<td><a href="http://www.internationalcenter.umich.edu/Presentation.pdf">http://www.internationalcenter.umich.edu/Presentation.pdf</a></td>
<td>Int'l Center</td>
<td>Navigating the US Job Search</td>
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# Subclass GN

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<tr>
<th>GN</th>
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<tbody>
<tr>
<td>GN1-890</td>
<td>Anthropology</td>
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<tr>
<td>GN49-298</td>
<td>Physical anthropology, Somatology</td>
</tr>
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<td>GN51-59</td>
<td>Anthropometry</td>
</tr>
<tr>
<td>GN62.8-265</td>
<td>Human variation</td>
</tr>
<tr>
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<td>Including growth, physical form, skeleton, nervous system, skin, etc.</td>
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<tr>
<td>GN269-279</td>
<td>Race (General)</td>
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<tr>
<td>GN280.7</td>
<td>Man as an animal. Simian traits versus human traits</td>
</tr>
<tr>
<td>GN281-289</td>
<td>Human evolution</td>
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<tr>
<td>GN282-286.7</td>
<td>Fossil man. Human paleontology</td>
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<tr>
<td>GN296-296.5</td>
<td>Medical anthropology</td>
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<tr>
<td>GN301-674</td>
<td>Ethnology. Social and cultural anthropology</td>
</tr>
<tr>
<td>GN357-367</td>
<td>Culture and cultural processes</td>
</tr>
<tr>
<td></td>
<td>Including social change, structuralism, diffusion, etc.</td>
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<tr>
<td>GN378-396</td>
<td>Collected ethnographies</td>
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<tr>
<td>GN397-397.7</td>
<td>Applied anthropology</td>
</tr>
<tr>
<td>GN406-517</td>
<td>Cultural traits, customs, and institutions</td>
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<tr>
<td>GN406-442</td>
<td>Technology. Material culture</td>
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<td>Including food, shelter, fire, tools, etc.</td>
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<tr>
<td>GN448-450.8</td>
<td>Economic organization. Economic anthropology</td>
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<tr>
<td>GN451-477.7</td>
<td>Intellectual life</td>
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<tr>
<td></td>
<td>Including communication, recreation, philosophy, religion, knowledge, etc.</td>
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<tr>
<td>GN478-491.7</td>
<td>Social organization</td>
</tr>
<tr>
<td>GN492-495.2</td>
<td>Political organization. Political anthropology</td>
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<tr>
<td>GN495-4-498</td>
<td>Societal groups, ethnocentrism, diplomacy, warfare, etc.</td>
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<tr>
<td>GN502-517</td>
<td>Psychological anthropology</td>
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<tr>
<td>GN537-674</td>
<td>Ethnic groups and races</td>
</tr>
<tr>
<td>GN550-674</td>
<td>By region or country</td>
</tr>
<tr>
<td>GN700-890</td>
<td>Prehistoric archaeology</td>
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## Mirlyn Classic

**Basic Search**

<table>
<thead>
<tr>
<th>Index Number</th>
<th>Entry</th>
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<tbody>
<tr>
<td>GN 550 .G578</td>
<td>Indians of the Southwest /</td>
</tr>
<tr>
<td>GN550 .G578 1921</td>
<td>Indians of the Southwest /</td>
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<tr>
<td>GN 550 .K671 2003</td>
<td>On being different /</td>
</tr>
<tr>
<td>GN550 .S45 2011</td>
<td>Selling ethnicity /</td>
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<tr>
<td>GN550 .W46 2013</td>
<td>Who is an Indian? /</td>
</tr>
<tr>
<td>GN 550 .W816 1920</td>
<td>North American Indians of the plains</td>
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<tr>
<td>GN 550 .W816 1927</td>
<td>North American Indians of the plains</td>
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## Research

<table>
<thead>
<tr>
<th><strong>Library &amp; Web</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic survey of communities in Africa, Asia, and South America.</td>
</tr>
<tr>
<td>Panel discussion with experts on current trends in library and web technologies.</td>
</tr>
<tr>
<td>Overview of recent developments in digital library management and web archiving.</td>
</tr>
</tbody>
</table>

### Key Takeaways
- The importance of digital libraries in preserving cultural heritage.
- Emerging technologies in library and web development.
- Strategies for improving access to information in remote or underserved areas.

### Future Directions
- Development of user-friendly interfaces for digital libraries.
- Integration of artificial intelligence in library search engines.
- Exploration of blockchain for secure data management in libraries.

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### References
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.
This research project was completed by Sheila Chan as part of the Michigan Library Scholars summer internship at the University of Michigan Library.
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.”

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Language</th>
<th>Sex &amp; Gender</th>
<th>Income</th>
</tr>
</thead>
</table>

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 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.
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.
PROJECT OVERVIEW

RESEARCH

DESIGN

TWEAK

OUTREACH
OUTREACH

DIGITAL EXHIBIT
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.

How do I communicate with someone from another culture?

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.

Research Guides

OUTREACH

DIGITAL EXHIBIT
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

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)

Digital Exhibit

Outreach

Research Guides
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 Djawa, TiJang Djawi, Orang Djawa

LANGUAGE:
Javanese + Bahasa Indonesia

“Java” in Javaneese Script
By Alteaven - Own work, CC BY-SA 3.0,

RELIGION:
Islam + Hindu-Buddhist & indigenous beliefs

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

LOOKING FOR A STUDY PROGRAM OR AN INTERNSHIP ABROAD?

NEED TO KNOW A COUNTRY’S BUSINESS CULTURE?

JUST TRAVELING FOR FUN?

guides.lib.umich.edu/culture

DIGITAL EXHIBIT

OUTREACH

Research Guides
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<th>Group</th>
<th>Webpage</th>
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<td>Art &amp; Design</td>
<td><a href="https://www.umich.edu/">Undergraduate International Requirement</a></td>
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<td>Business - Ross Global Initiatives</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
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

U-M LIBRARY, CAMPUS RESOURCES

COPYRIGHT, ACCESSIBILITY, PROJECT MANAGEMENT

RESEARCH, TAKING CHARGE, COMMUNICATION, PRIORITIZING

INTERCULTURAL AWARENESS, TERMINOLOGY, WORD CHOICE

PHOTOSHOP, HTML, GOOGLE TRENDS