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
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GOALS  
OVERVIEW  
FUTURE  
MY LEARNING
• 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

DEVELOP
- AUDIENCE
- PURPOSE
- SENSITIVITY

RESEARCH
- INTERCULTURAL AWARENESS & COMPETENCIES
- ABROAD & LOCAL

OUTREACH
- 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
  - <, =, or > average undergraduate level of reading (terminology)
  - Interesting/entertaining 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/subject? (i.e., basic facts, statistics, introduction, overview, instructional, ethnographic/anthropological 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: Act, old style
- Ease of use
  - Structure (i.e., subheadings for different subjects)
  - Layout (i.e., are webpages hidden or useful 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?
## RESEARCH

### Links to Resources

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Subclass GN

GN1-890 Anthropology
GN49-298 Physical anthropology, Somatology
GN51-59 Anthropometry
GN62.8-265 Human variation
  Including growth, physical form, skeleton, nervous system, skin, etc.
GN269-279 Race (General)
GN280.7 Man as an animal, Simian traits versus human traits
GN281-289 Human evolution
GN282-286.7 Fossil man, Human paleontology
GN296-296.5 Medical anthropology
GN301-674 Ethnology, Social and cultural anthropology
GN357-367 Culture and cultural processes
  Including social change, structuralism, diffusion, etc.
GN378-396 Collected ethnographies
GN397-397.7 Applied anthropology
GN406-517 Cultural traits, customs, and institutions
GN406-442 Technology, Material culture
  Including food, shelter, fire, tools, etc.
GN448-450.8 Economic organization, Economic anthropology
GN451-477.7 Intellectual life
  Including communication, recreation, philosophy, religion, knowledge, etc.
GN478-491.7 Social organization
GN492-495.2 Political organization, Political anthropology
GN495.4-498 Societal groups, ethnocentrism, diplomacy, warfare, etc.
GN502-517 Psychological anthropology
GN537-674 Ethnic groups and races
GN550-674 By region or country
GN700-890 Prehistoric archaeology
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.
This research project was completed by Sheila Chan as part of the Michigan Library Scholars summer internship at the University of Michigan Library.
{} MULTIMEDIA
PROJECT OVERVIEW

RESEARCH  DESIGN  TWEAK  OUTREACH
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.
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 Ristić’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?

Fun Reads

Obamistan! Land Without Racism (ebook) by Damali Ayana
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 Murachkina
Exotic and weird foods around the world.

Across the Pond
LEARN ABOUT CULTURES

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.

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

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.

How do I communicate with someone from another culture?

guides.lib.umich.edu/culture
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)

Research Guides

OUTREACH
LEARN ABOUT ETHNIC CULTURES

guides.lib.umich.edu/culture

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 Javanese Script
By Alteaven - Own work, CC BY-SA 3.0,
https://commons.wikimedia.org/w/index.php?curid=32526132

RELIGION:
Islam + Hindu-Buddhist & indigenous beliefs

Information from The Encyclopedia of World Cultures (1996) and The World Factbook (2015)
LEARN ABOUT NATIONAL CULTURES

WHO ARE THE BASOTHO?
(Singular: Mosotho)

- STEREOTYPES
  - Staple & Drink: cornmeal porridge (pap-pap) + BEER
  - = wealth

- NATIONALS OF THE KINGDOM OF LESOTHO

- POPULATION: 1.9 million

- LANGUAGE:
  - Sesotho & English
- GOVERNMENT:
  - Constitutional Monarchy

- DWELLING:
  - Mostly lowlands, villages

- RELIGION:
  - 80% Christian + Local Traditions

Information from Global Road Warrior (2014) and Countries and their Cultures (2001)

OUTREACH

DIGITAL EXHIBIT

Research Guides
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

OUTREACH

DIGITAL EXHIBIT

Research Guides
**Outreach Groups**

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Promote
Events
NEXT STEPS

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NEXT STEPS

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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