CULTURAL COMPETENCE

SHEILA CHAN
Mentors: ALEXA PEARCE & SCOTT DENNIS
TABLE OF CONTENTS

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- 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

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
  - <, =, 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, etc.)
  - Depth of information
    - How much information is given for each concept/subtext? (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: Ads, old style

- Ease of use
  - Structure (i.e., subheadings for different subjects)
  - Layout (i.e., are webpages hidden/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?
PROJECT OVERVIEW

- RESEARCH
- DESIGN
- TWEAK
- OUTREACH
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<td>Including growth, physical form, skeleton, nervous system, skin, etc.</td>
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<td>Ethnology. Social and cultural anthropology</td>
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<td>Culture and cultural processes</td>
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<td>Economic organization. Economic anthropology</td>
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### Library & Web

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*Visme* is a visual content creation platform that helps users create and share content. *Visme* is a visual content creation platform that helps users create and share content.
PROJECT OVERVIEW

RESEARCH  DESIGN  TWEAK  OUTREACH
ORGANIZATION
**CultureGrams**

http://online.culturegrams.com.proxy.lib.umich.edu

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.
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.

University of Michigan
Office of Budget and Planning
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 Natives as a Percentage of County Population: 2010

---

Population in Race and Hispanic Origin: 2012 and 2010 (In 1,000s of the total population)

- White
- Black/African American
- Asian
- Native American
- Pacific Islander

---

Genderbread Person (website)

The Genderbread Person is a fun and interactive tool for understanding gender identity and gender expression.

Which English? Quiz (website)

Take the quiz! Which English do you speak?
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 Ristio’s Intracultural, Intercultural, Cross-Cultural, and International Communication: What’s the Difference? article and UNESCO’s Cultural Competences PDF.

Keep an Open Mind

Fun Reads

Obamistan! 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 Munakhova
Exotic and weird foods around the world.
OUTREACH

LEARN ABOUT CULTURES

digital exhibit

cultural competence

guides.lib.umich.edu/culture

Research Guides
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.

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

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

DEMographics

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

Research Guides

OUTREACH

DIGITAL EXHIBIT
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

RELIGION:
Islam + Hindu-Buddhist & indigenous beliefs

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

STEREOTYPES

WHO ARE THE BASOTHO?
(Singular: Mosotho)

POPULATION: 1.9 million

LANGUAGE:
Sesotho & English

GOVERNMENT:
Constitutional Monarchy

DWELLING:
Mostly lowlands, villages

RELIGION:
80% Christian + Local Traditions

LESOTHO

Nationalists of The Kingdom of Lesotho

Ethnically 99.7% Sotho

Lesotho is completely surrounded by South Africa

BASIC OVERVIEW

Agricultural Society:
86% of the domestic labor force farms

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

= wealth

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

DIGITAL EXHIBIT

OUTREACH
### Outreach Groups

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<tr>
<td>Ginsberg Center?</td>
<td><a href="http://ginsberg.umich.edu/food/student-resources">http://ginsberg.umich.edu/food/student-resources</a></td>
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<td>Multi-Ethnic Student Affairs</td>
<td><a href="https://mesa.umich.edu/article/multi-ethnic-student-affairs">https://mesa.umich.edu/article/multi-ethnic-student-affairs</a></td>
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<td>Student Life</td>
<td><a href="https://studentslife.umich.edu/article/inclusive-campus-resources">https://studentslife.umich.edu/article/inclusive-campus-resources</a></td>
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<td>Diversity, Equity &amp; Inclusion</td>
<td><a href="https://diversity.umich.edu/">https://diversity.umich.edu/</a></td>
<td>Under Cultural/Ethnic</td>
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<tr>
<td>Housing - Diversity &amp; Inclusion</td>
<td><a href="http://housing.umich.edu/undergrad/multicultural-diversity-programs">http://housing.umich.edu/undergrad/multicultural-diversity-programs</a></td>
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<tr>
<td>Resilient Travel</td>
<td><a href="http://resilient-traveling.umich.edu/resources">http://resilient-traveling.umich.edu/resources</a></td>
<td></td>
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<tr>
<td>LSA - Semester in Detroit</td>
<td><a href="http://lsa.umich.edu/lsa/detroit">http://lsa.umich.edu/lsa/detroit</a></td>
<td>Friendly Alumniship Community Resources</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 WEBSITE
MLIBRARY
STUDENT ORG.

STEP 2
OUTREACH
FEEDBACK
PROMOTE
EVENTS

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

FUTURE

?