

Appendix A: Culture Group Descriptions

<p style="text-align: center;"><u>Culture Group 1</u></p> <ul style="list-style-type: none"> • Communication style: Animated, expressive, and driven by feelings. Honest, direct, and gets to the point. Argumentative communication is accepted. • Emotional expression: Acceptable to show emotions openly. A lack of emotion during interaction can be perceived as not being genuine. • Gestures/Body language: Gestures used frequently. Body language is very expressive and used as another way to show emotions. • Eye contact/Physical contact: Eye contact usually held throughout interaction. Physical contact only made between family members or very close friends. 	<p style="text-align: center;"><u>Culture Group 2</u></p> <ul style="list-style-type: none"> • Communication style: Indirect, meaning that there may be more information beyond that which is actually said. Hinting at things without directly saying them, especially when negative. “Small talk,” conversation about everyday things, is valuable. • Emotional expression: Acceptable to show positive emotions such as excitement or happiness. Negative emotions should not be expressed. • Gestures/Body language: Gestures and body language sometimes used to add to stories or explanations outside of the ordinary, everyday interactions. • Eye contact/Physical contact: Eye contact is expected and considered a sign of respect. Very little physical contact.
<p style="text-align: center;"><u>Culture Group 3</u></p> <ul style="list-style-type: none"> • Communication style: Reserved and not expressive. Goal is to maintain positive feelings. Argumentative communication is highly discouraged and considered shameful. • Emotional expression: Only positive emotions should be expressed but still in a reserved manner. • Gestures/Body language: Very few gestures used. If gestures are used, they are kept close to the body. Body language does not change much or show much about emotions. • Eye contact/Physical contact: Eye contact is acceptable, but not when speaking to an older person or person of authority. Physical contact only made between family members and only in special or serious instances. 	<p style="text-align: center;"><u>Culture Group 4</u></p> <ul style="list-style-type: none"> • Communication style: Direct and gets to the point of the conversation. “Small talk,” conversation about everyday things, is not valued and seen as not genuine. Emphasis on being honest, not preserving feelings. • Emotional expression: Emotions not expressed openly, especially in public or interactions outside of family. • Gestures/Body language: Gestures and body language rarely used. Common to stand close together and face to face when interacting with others. • Eye contact/Physical contact: Holding eye contact is acceptable between family members and close friends only. Eye contact for more than a few seconds is considered disrespectful and even threatening with people who do not know each other well.