

CULTURAL VALUES & BIAS

One way to see bias is by understanding cultural value preferences. These stem from decades of research on how to compare the ways individuals have been socialized based upon cultural backgrounds

INDIVIDUALISM	COLLECTIVISM
<ul style="list-style-type: none"> ▪ Definition: Emphasis on individual goals and individual rights ▪ Potential Bias: May be perceived as a lone ranger 	<ul style="list-style-type: none"> ▪ Definition: Emphasis on group goals and personal relationships ▪ Potential Bias: May be perceived as lacking personal initiative
LOW POWER DISTANCE	HIGH POWER DISTANCE
<ul style="list-style-type: none"> ▪ Definition: Emphasis on equality; shared decision-making ▪ Potential Bias: May be perceived as disrespectful or weak 	<ul style="list-style-type: none"> ▪ Definition: Emphasis on differences in status; superiors make decisions ▪ Potential Bias: May be perceived as passive
LOW UNCERTAINTY AVOIDANCE	HIGH UNCERTAINTY AVOIDANCE
<ul style="list-style-type: none"> ▪ Definition: Emphasis on flexibility and adaptability ▪ Potential Bias: May be perceived as unprepared or disorganized 	<ul style="list-style-type: none"> ▪ Definition: Emphasis on planning and predictability ▪ Potential Bias: May be perceived as uptight and inflexible
COOPERATIVE	COMPETITIVE
<ul style="list-style-type: none"> ▪ Definition: Emphasis on collaboration, nurturing, and family ▪ Potential Bias: May be perceived as weak 	<ul style="list-style-type: none"> ▪ Definition: Emphasis on competition, assertiveness, and achievement ▪ Potential Bias: May be perceived as combative
SHORT-TERM TIME ORIENTATION	LONG-TERM TIME ORIENTATION
<ul style="list-style-type: none"> ▪ Definition: Emphasis on immediate outcomes (success now) ▪ Potential Bias: May be perceived as short-sighted 	<ul style="list-style-type: none"> ▪ Definition: Emphasis on long-term planning (success later) ▪ Potential Bias: May be perceived as idealistic

CULTURAL VALUES & BIAS (page 2)

LOW CONTEXT / DIRECT	HIGH CONTEXT / INDIRECT
<ul style="list-style-type: none"> ▪ Definition: Emphasis on explicit communication (words) ▪ Potential Bias: May be perceived as blunt or rude 	<ul style="list-style-type: none"> ▪ Definition: Emphasis on indirect communication (tone, context) ▪ Potential Bias: May be perceived as obtuse or unclear
BEING	DOING
<ul style="list-style-type: none"> ▪ Definition: Emphasis on quality of life ▪ Potential Bias: May be perceived as lazy 	<ul style="list-style-type: none"> ▪ Definition: Emphasis on being busy and meeting goals ▪ Potential Bias: May be perceived as a workaholic
UNIVERSALISM	PARTICULARISM
<ul style="list-style-type: none"> ▪ Definition: Emphasis on rules; standards that apply to everyone ▪ Potential Bias: May be perceived as inflexible 	<ul style="list-style-type: none"> ▪ Definition: Emphasis on specifics; unique standards based on relationships ▪ Potential Bias: May be perceived as showing favoritism
NON-EXPRESSIVE / NEUTRAL	EXPRESSIVE / AFFECTIVE
<ul style="list-style-type: none"> ▪ Definition: Emphasis on non-emotional communication; hiding feelings ▪ Potential Bias: May be perceived as cold and aloof 	<ul style="list-style-type: none"> ▪ Definition: Emphasis on expressive communication; sharing feelings ▪ Potential Bias: May be perceived as overly emotional
MONOCHRONIC / LINEAR	POLYCHRONIC / NON-LINEAR
<ul style="list-style-type: none"> ▪ Definition: Emphasis on one thing at a time; punctuality; work and personal life separate ▪ Potential Bias: May be perceived as impersonal and inflexible 	<ul style="list-style-type: none"> ▪ Definition: Emphasis on multitasking; interruptions ok; work and personal life combined ▪ Potential Bias: May be perceived as irresponsible and distracted