Cross-Cultural Variables*

In the Culture at Large
Language
Use of space
Perceptions of time
Meaning of nonverbal behaviors
Degree of individualism or collectivism
High context or low context
Importance of hierarchy
Use of silence
Definition of power and leadership
Definition and rigidity of gender roles
Attitudes about technology and the environment
Criteria for success
Use of humor

In Business and Industry
Role of written communication (inform? persuade? document? reinforce?)
Level of informality among co-workers
Criteria for success (individual and organization)
Oral presentation styles (relatively formal or informal?)
Emphasis on task versus relationships
Goals of business as a cultural institution

In Education
Purpose of education: to push the frontiers of knowledge? to pass on tradition? to education students in disciplines? to education students in how to be good members of society?
Relationship between teacher and student: is the teacher a revered figure in the culture? is the teacher the repository of wisdom or a facilitator who guides students?
Benefit of education: does education confer status or prestige? can it be a detriment for certain members of the culture?
Behavior of students in the classroom: are students expected to participate actively in the classroom? can students compete with one another? can students challenge the teacher?
Norms in the classroom: who talks in class? for how long? how do they get the floor?

*These lists are not intended to be all inclusive, but instead to give a sense of potential cultural differences.