



Reading Between the Signs: Matching Values and Behavior

This exercise demonstrates one of the key features of culture described: the cause and effect relationship between people's assumptions, values, and beliefs (the invisible side of culture) and their behavior (the visible side).

Directions: Below you will find a list of ten values or beliefs on the left side and ten behaviors on the right. Match each value or belief with a behavior which someone who holds that value is likely to exhibit.

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| 1. Being direct | _____ Use of understatement |
| 2. Centrality of family | _____ Asking people to call you by your first name |
| 3. Fatalism | _____ Taking off from work to attend the funeral of a cousin |
| 4. Saving face | _____ Not asking for help on an exam from the person sitting next to you |
| 5. Respect for age | _____ Disagreeing openly with someone at a meeting |
| 6. Informality | _____ Not laying off an older employee whose performance is weak |
| 7. Deference to authority | _____ At a meeting, agreeing with a suggestion you think is wrong |
| 8. Being Indirect | _____ Inviting the janitor to eat lunch with you in your office |
| 9. Self-reliance | _____ Asking the boss's opinion on something you are an expert on |
| 10. Egalitarianism | _____ Accepting, without question, that something cannot be changed |