

CULTURAL VALUES AND UNCONSCIOUS 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

- **Definition:**
Emphasis on individual goals and individual rights
- **Potential Bias:**
May be perceived as a lone ranger



COLLECTIVISM

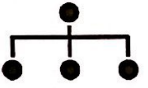
- **Definition:**
Emphasis on group goals and personal relationships
- **Potential Bias:**
May be perceived as lacking personal initiative



LOW POWER DISTANCE

- **Definition:**
Emphasis on equality; shared decision-making
- **Potential Bias:**
May be perceived as disrespectful or weak

HIGH POWER DISTANCE



- **Definition:**
Emphasis on differences in status; superiors make decisions
- **Potential Bias:**
May be perceived as passive



LOW UNCERTAINTY AVOIDANCE

- **Definition:**
Emphasis on flexibility and adaptability
- **Potential Bias:**
May be perceived as unprepared or disorganized



HIGH UNCERTAINTY AVOIDANCE

- **Definition:**
Emphasis on planning and predictability
- **Potential Bias:**
May be perceived as uptight and inflexible



COOPERATIVE

- **Definition:**
Emphasis on collaboration, nurturing, and family
- **Potential Bias:**
May be perceived as weak



COMPETITIVE

- **Definition:**
Emphasis on competition, assertiveness, and achievement
- **Potential Bias:**
May be perceived as combative



SHORT-TERM TIME ORIENTATION

- **Definition:**
Emphasis on immediate outcomes (success now)
- **Potential Bias:**
May be perceived as short-sighted



LONG-TERM TIME ORIENTATION

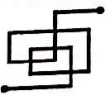
- **Definition:**
Emphasis on long-term planning (success later)
- **Potential Bias:**
May be perceived as idealistic



LOW CONTEXT / DIRECT

- **Definition:**
Emphasis on explicit communication (words)
- **Potential Bias:**
May be perceived as blunt or rude

HIGH CONTEXT / INDIRECT



- **Definition:**
Emphasis on indirect communication (tone, context)
- **Potential Bias:**
May be perceived as obtuse or unclear



BEING

- **Definition:**
Emphasis on quality of life
- **Potential Bias:**
May be perceived as lazy



DOING

- **Definition:**
Emphasis on being busy and meeting goals
- **Potential Bias:**
May be perceived as a workaholic



UNIVERSALISM

- **Definition:**
Emphasis on rules; standards that apply to everyone
- **Potential Bias:**
May be perceived as inflexible



PARTICULARISM

- **Definition:**
Emphasis on specifics; unique standards based on relationships
- **Potential Bias:**
May be perceived as showing favoritism



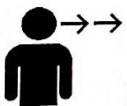
NON-EXPRESSIVE / NEUTRAL

- **Definition:**
Emphasis on non-emotional communication; hiding feelings
- **Potential Bias:**
May be perceived as cold and aloof



EXPRESSIVE / AFFECTIVE

- **Definition:**
Emphasis on expressive communication; sharing feelings
- **Potential Bias:**
May be perceived as overly emotional



MONOCHRONIC / LINEAR

- **Definition:**
Emphasis on one thing at a time; punctuality; work and personal life separate
- **Potential Bias:**
May be perceived as impersonal and inflexible



POLYCHRONIC / NON-LINEAR

- **Definition:**
Emphasis on multitasking; interruptions ok; work and personal life combined
- **Potential Bias:**
May be perceived as irresponsible and distracted