

● ● ● | American Culture
Standards from a
German perspective





Structure

- Culture Standard
- American Culture Standards from a German perspective
- Culture Assimilator
- Advantages and disadvantages of Culture Standards
- Sources



Culture Standard

All ways of perceiving, thinking, judging and acting which are considered as normal, naturally, typical and obligatory by the majority of the members of a certain culture for themselves and others

Alexander Thomas (1993)



Culture Standard

Culture Standard

- as an behavior standard
- as an orientation for an intercultural encounter
- as an comparison concept



American Culture Standards from a German perspective

- Patriotism
- Equality
- Flexibility
- Action orientation
- Performance orientation
- Individualism
- Need for social feedback
- Interpersonal distance



Culture Assimilator

- Goal

Illustration of culture dependent, behavior determined factors in intercultural encounters

- Development

Collection □ Attribution □ Grouping

- Plot



Culture Assimilator

Sylvia & Chris

- 1) Chris didn't feel like helping
- 2) Chris was quite busy, so he didn't want to be determined anymore by timetables
- 3) Chris loved it to just live without any planning
- 4) Chris thought Sylvia could try on her own as independence is important in the US



Advantages and disadvantages of Culture Standards

- Qualitative,
- Emic,
- Person-centered,
- Intercultural
- Focus on central moments of misunderstandings
- Unflexible concept of culture

Methods of
researchh



Sources

- Thomas, Alexander (1993): Psychologie interkulturellen Lernens und Handelns, in: Alexander Thomas (Ed.), Kulturvergleichende Psychologie, Göttingen, p. 380 – 381.
- Thomas, Alexander (1996): Analyse der Handlungswirksamkeit von Kulturstandards, in: Alexander Thomas (Ed.), Psychologie interkulturellen Handelns, Göttingen.
- Müller, Andrea & Thomas, Alexander (1991): Interkulturelles Orientierungstraining für die USA: Übungsmaterial zur Vorbereitung auf ein Studium in den Vereinigten Staaten, Saarbrücken.