

# American Culture Standards from a German perspective





# Structure

- Culture Standard
- American Culture Standards from a German perspective
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# 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

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- Müller, Andrea & Thomas, Alexander (1991): Interkulturelles Orientierungstraining für die USA: Übungsmaterial zur Vorbereitung auf ein Studium in den Vereinigten Staaten, Saarbrücken.