5-minute topic
Cultural Difference
What’s the “Difference”?

http://www.youtube.com/watch?v=v1vvLQd53Ps&p=A4ACA5F63292C19C
“Culture” in the Biological Sense

Useful to reflect about human cultures:
Culture is about development. Culture takes time and is shaped by the environments!
Cultural barriers are results of experience.
Understanding/communication is important.
Defining Cultures

Cultures: Groups of people with shared knowledge, belief, value, customs etc.

Types of culture

– National cultures (American, Chinese, Indian etc.)
– Academic cultures (Sciences, Humanities)
– Institutional cultures (Cornell, Google etc.)
Appreciating Cultural Shyness

• Western cultures value independence. People are open to express their personal opinions.

• East Asian cultures value group harmony. People tend to be less talkative in idea expression.
Design Example:
Better when not seeing the face

Text-only Chatroom

Video-added Chatroom

Chinese talked more when there was no video.