

- SOCIOCULTURAL -

- APPROACH TO BEHAVIOUR

CULTURE AND CULTURAL NORMS

origins & definitions of culture

culture is what we refer to when we talk about the behaviours, attitudes and identities that are common among a group of people who claim some form of unity with each other.



Why is culture around?

↳ provides a solution to the problem of how to survive

↳ based on the problems, social & physical needs & the tools available.

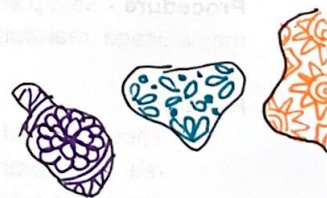
◦ It is a response of a group of people to their environment.



That is why multiple cultures exist



different from one another



Culture ↳ surface culture
↳ deep culture

Surface culture



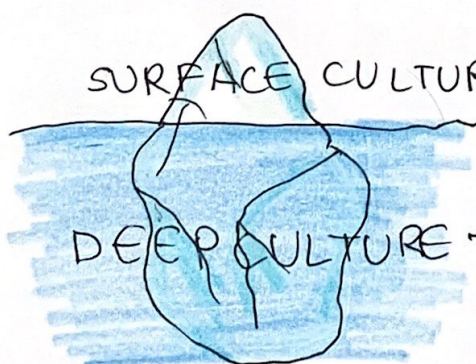
behaviours, customs, traditions & architecture

◦ can be easily observed

Deep culture

◦ cognitive elements of culture

gender roles, respect for authority, social identity etc.



Globalization - allows different cultures to become more interconnected and interrelated.

Hofstede's definition of culture

collective programming of the mind distinguishing the members of one group or category of people from another.



Matsumoto (2007)

unique meaning and information system, shared by a group and transmitted across generations that allows the group to:

meet basic needs of survival

co-ordinate socially to achieve a viable existence

transmit social behaviour

pursue happiness & well-being

derive meaning from life.



Cultural Norms

↳ unique set of attitudes, beliefs and behaviours specific to a particular culture.

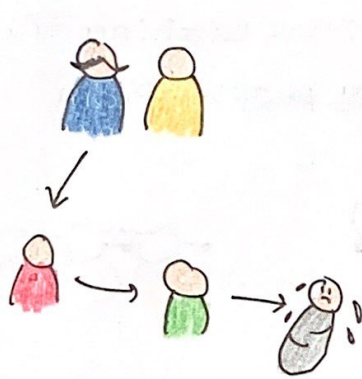
◦ in a specific environment, there are certain expectations of appropriate and inappropriate attitudes.

Enculturation & cultural transmission

enculturation is the process by which individuals learn their culture.

through → observations , instructions  or personal experiences 

cultural transmission - The survival of a culture relies on attitudes, behaviours & beliefs being passed on from one generation to the other.



↓
It is accomplished through the process of **enculturation** & **social cognition**.

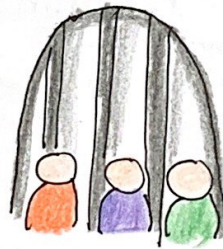
culture and cultural norms are in a bi-directional relationship with people who make up cultural groups.

Kurt Lewin

Gate Keeper theory

• Gate keepers are those people in the society who decide what information is shared to other people.

• The gate keeper role starts at home → parents.



• The information that is corrupt, controversial or harmful is kept inside.

Acculturation

• process of psychological & cultural change as a result of contact and interaction between cultures.

↓
results in a change of cultures (both)