

## Additional Information on Values

The following list provides a general comparison of traditional U.S. values with values commonly found in some other cultures.

<b>Traditional United States' Values</b>	<b>Other Cultures Values</b>
Personal control over environment	Fate, Destiny, "God's will"
Change and variety	Tradition
Competition	Cooperation
Individualism	Group Welfare
Future orientation	Past orientation
Directness	Indirectness/"In Your Face"
Informality	Formality
Time importance	Human interaction importance
Duration of life	Quality of life
Nuclear family	Extended family

### Examples of Potential Differences in Values

-Participants and health-care staff may differ on the value of **time**. Most of us are ruled by time schedules. If "being on time" and "not wasting time" are not familiar concepts to the participant, a 9 o'clock appointment may not be kept until 10 or 11 o'clock. Many cultures mark time by major events-births, deaths, marriages-that repeat themselves throughout the life cycle. Many Western cultures mark time in a precise, linear system that is oriented toward work, future, and money.

-Decisions regarding medical screening and treatment might not be decided by the individual, but by group or family agreement. Some cultures put a high degree of trust in the personal physician regarding all health matters.

-For some ethnic groups, respect for authority and politeness in public may prevent a person from raising questions or the participant may make an effort to "please" the health care provider.

-Many cultures afford great respect to the elderly. This can affect how one is perceived and how well materials or programs are accepted in the community. A participant also may be uncomfortable with the gender, age, educational level or race of the health care provider.

-For some cultures a person is not defined or named individually but in relation to their parents or spouse. They do not have an individual identity.

-Some cultures do not speak in positive terms about a spouse, children, or possessions

because they feel it brings attention that could cause bad luck.

-Oral communication is frequently the most important mode of information transfer. A participant may not be literate in English or his/her native language.

-A participant may have different standards about the appropriateness of being asked for certain types of information (e.g., income data, functional status data, sexual information). Consider using teams, for example both a male and a female, to question participant. Emphasize that while some questions may not be appropriate to them, they have to be asked of everyone.

-Direct questioning may be considered an inappropriate means of questioning. Information may need to be gathered indirectly.