

Exercise 3 Part B: Adapting to Cultural Differences

Directions: For each cultural preference, give an example of how you or the library could adapt or respond to this cultural difference in serving Spanish-speaking customers.

Culture	Differences I've Observed	Ideas for Adapting
1. Sense of self and space <ul style="list-style-type: none"> ▪ Distance ▪ Touch ▪ Formal/informal 		
2. Communication and Language <ul style="list-style-type: none"> ▪ Language/dialect ▪ Gestures/expressions/tone ▪ Direct/indirect 		
3. Dress and appearance <ul style="list-style-type: none"> ▪ Clothing/Hair ▪ Grooming 		
4. Food and eating habits <ul style="list-style-type: none"> ▪ Food restrictions/taboos ▪ Utensils/hands ▪ Manners 		
5. Time and time consciousness <ul style="list-style-type: none"> ▪ Promptness ▪ Age/status 		

- Over -

Culture	Differences I've Observed	Ideas for Adapting
6. Relationships <ul style="list-style-type: none"> ▪ Family ▪ Age/gender ▪ Status 		
7. Values and norms <ul style="list-style-type: none"> ▪ Group vs. individual ▪ Independence vs. conformity ▪ Privacy ▪ Respect ▪ Competition vs. cooperation 		
8. Beliefs and attitudes <ul style="list-style-type: none"> ▪ Religion ▪ Position of women ▪ Social order/authority 		
9. Mental processes and learning <ul style="list-style-type: none"> ▪ Left/right brain emphasis 		
10. Work habits and practices <ul style="list-style-type: none"> ▪ Work ethic ▪ Rewards/promotions ▪ Status of type of work 		

Adapted from Lee Gardenswartz and Anita Rowe, *Managing Diversity*, Rev. ed. (McGraw Hill) 1998.