Teacher Answer Key

Case Study

1. Kelly argues that perception is not only biological. He says culture also shapes how we read what our senses take in, so two people with identical eyes and ears can still interpret the same scene differently.

2. Culture supplies the language, values and beliefs a person uses to interpret sensory information, and those shape the meaning a person gives to an experience.

Multiple Choice

1. C

2. A

3. D

Matching

1-B, 2-D, 3-A, 4-C

Fill-in-the-Blank

1) Perception, 2) time perception, 3) color perception

Short Answer (Sample Responses)

Q1: Cultural differences in time perception can significantly impact business practices. In monochronic cultures, where time is viewed as a linear resource, businesses often prioritize punctuality, efficiency, and adherence to schedules. This can lead to a focus on deadlines, productivity, and individual accountability. In contrast, polychronic cultures, where time is more flexible and interconnected, businesses may prioritize relationships, building trust, and accommodating unexpected changes. This can lead to a more relaxed approach to deadlines and a greater emphasis on teamwork and collaboration.

Q2: Socialization plays a crucial role in shaping taste preferences. From a young age, we are exposed to certain foods and flavors through our families, friends, and cultural traditions. These early experiences can influence our preferences for specific tastes and textures. Additionally, cultural norms and values can dictate what is considered acceptable or desirable to eat. For example, in some cultures, insects are considered a delicacy, while in others they are viewed with disgust. Socialization also plays a role in shaping our attitudes towards food, such as whether we associate certain foods with pleasure, comfort, or health.

Q3: Cultural relativism is the belief that there is no absolute right or wrong, but rather that what is right or wrong depends on cultural context. This concept can help us to understand and appreciate cultural differences in perception by recognizing that different cultures have their own unique ways of interpreting the world. By avoiding judgments based on our own cultural norms and values, we can develop a greater understanding and respect for the diverse perspectives of others. Cultural relativism also helps us to recognize that our own perceptions are shaped by our cultural background and experiences, and that there is no one "correct" way of seeing the world.