

# Culture and Identity Development

Monica L. Cummings, D.Min.  
Director for Training and Educational Programs  
Office of Diversity and Inclusion



# Culture and Identity Development

➤ *What is culture?*



- Dr. Beverly Daniel Tatum, writes “Who am I? Who do my peers say I am?”
- What message is reflected back to me in the faces of and voices of my teachers, my neighbors, store clerks?
- What do I learn from the media about myself?





**US Total Media Ad Spending, by Media, 2011-2017***billions*

	2011	2012	2013	2014	2015	2016	2017
<b>TV</b>	<b>\$60.7</b>	<b>\$64.5</b>	<b>\$66.4</b>	<b>\$68.5</b>	<b>\$70.0</b>	<b>\$73.1</b>	<b>\$75.3</b>
<b>Digital</b>	<b>\$32.0</b>	<b>\$36.8</b>	<b>\$42.3</b>	<b>\$47.6</b>	<b>\$52.5</b>	<b>\$57.3</b>	<b>\$61.4</b>
—Mobile	\$1.6	\$4.4	\$8.5	\$13.1	\$18.6	\$24.7	\$31.1
<b>Print</b>	<b>\$35.8</b>	<b>\$34.1</b>	<b>\$32.9</b>	<b>\$32.2</b>	<b>\$31.6</b>	<b>\$31.3</b>	<b>\$31.2</b>
—Newspapers*	\$20.7	\$18.9	\$17.8	\$17.1	\$16.6	\$16.2	\$16.1
—Magazines*	\$15.2	\$15.2	\$15.1	\$15.1	\$15.1	\$15.1	\$15.2
<b>Radio**</b>	<b>\$15.2</b>	<b>\$15.4</b>	<b>\$15.6</b>	<b>\$15.9</b>	<b>\$16.0</b>	<b>\$16.0</b>	<b>\$16.1</b>
<b>Outdoor</b>	<b>\$6.4</b>	<b>\$6.7</b>	<b>\$7.0</b>	<b>\$7.2</b>	<b>\$7.4</b>	<b>\$7.6</b>	<b>\$7.8</b>
<b>Directories*</b>	<b>\$8.2</b>	<b>\$7.5</b>	<b>\$6.9</b>	<b>\$6.4</b>	<b>\$5.9</b>	<b>\$5.5</b>	<b>\$5.3</b>
<b>Total</b>	<b>\$158.3</b>	<b>\$165.0</b>	<b>\$171.0</b>	<b>\$177.8</b>	<b>\$183.4</b>	<b>\$190.9</b>	<b>\$197.0</b>

*Note: eMarketer benchmarks its US newspaper ad spending projections against the NAA, for which the last full year measured was 2012, and its US outdoor ad spending projections against the OAAA, for which the last full year measured was 2011; numbers may not add up to total due to rounding; \*print only; \*\*excludes off-air radio & digital*

*Source: eMarketer, Aug 2013*

161679

www.eMarketer.com



## Four Stages of Cultural Awareness Formation

### •Pre-Awareness Stage

•In the *pre-awareness stage*, the person is unaware of other cultures outside their own. Similar to fish not knowing they are in water. In this stage the person functions with the assumption that everyone is just like them. People in this stage typically live in mono-ethnic communities wherein they have limited, superficial or no contact with people from other cultures. For example, a healthcare professional who does not understand that someone of the Islamic faith may not be fully med compliant during the Holy Month of Ramadan.

### •Confusion/Frustration

•In the *confusion/frustration stage*, the person has an encounter with someone from a different culture that leaves them confused as to why the encounter was uncomfortable or frustrated that they were misunderstood or not in control of the situation. For example, a healthcare professional who gets frustrated that a Hispanic female patient will not make healthcare decisions without her family present.

### •Awareness

•In the *awareness stage*, the person has a beginning understanding that their culture is one of many cultures. As the person forms relationships with people from other cultures, they become open to learning about and appreciating other cultures. For example, a healthcare professional who intentionally commits to learning about the culture/s of their patients/clients/students.

### •Integration

•In the *integration stage*, the person begins to integrate the meanings and values from other cultures into their daily lives. They are open to difference and willing to learn how a person's culture influences their choices, behavior, attitudes toward life and the things they value.

•There is awareness that moving back and forth between stages is normal.

# ➤ Identity Map Exercise



- Year Born/Age—significant cultural events:
  - 25 years old; 9/11; Instagram; Twitter; economic collapse.
- Geographic areas lived: childhood/adult:
  - Hartford WI; currently living in a suburb outside of Milwaukee.
- National Identity: American (Norwegian)
- Ethnicity/Race, first language, language spoken at home:
  - White; English.
- Religious/Spiritual orientation; childhood/adult:
  - Believes in something more powerful than humans.
- Socioeconomic/Education/Profession; childhood/adult:
  - My dad is a UPS driver and my mom is a High School secretary. I'm a grad student working on campus and I consider myself lower middle class.
- Disabilities:
  - None
- Sexual Orientation/Family Composition:
  - Heterosexual, in committed relationship. No children.
- Gender/Identity/Expression:
  - Female



## Step One

- Fill in your Identity Map

## Step Two

- Rank identity categories in order of importance of identity in your life (personal, professional, etc.)

## Step Three

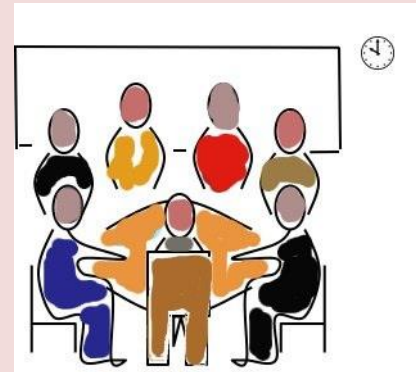
- Put a “+” or “—” beside each identity category according to the advantage or disadvantage afforded by U.S. culture.

## Step Four

- Put a checkmark next to the identities that you are not willing to compromise in your professional role.



➤ Small groups.



➤ Large group.



