

Overview:

This lesson plan will challenge participants to practice ethnographic research skills in order to discover relationships between cultural behaviors and values and the physical spaces that people occupy in their daily routines. In this activity, participants will visit a grocery store and note things like the products available, how the store is arranged, how people are behaving, etc. Then, they will attempt to interpret their findings using a cultural lens.

Note: Janet Bennett recommends this for students in the Denial stage on the intercultural development continuum (IDC).

Background and Information:

This activity was originally created by Randy Kluver and was published in Theodore M. Singelis' *Teaching About Culture, Ethnicity, and Diversity* (see citation below). A version of this activity is also available from BrainMass, which is linked on the following page.

Objectives:

As a result of this activity, participants will be able to:

1. Engage in thick description of a culture, attempting to discover the hidden symbolic webs of which it is composed.
2. Articulate the relationships between cultural values, the informal logic of a culture, and the symbolic expression of culture.

Time:

2 hours

Group Size:

Entire group

Materials:

Note-taking materials (paper and pen/pencil)

Intercultural Development Continuum Stages:

- Denial

AAC&U Intercultural Knowledge and Competence Goals:

Openness:

- To initiate and develop interactions with culturally different others.
- To suspend judgment in valuing interactions with culturally different others.

Curiosity:

- To ask complex questions about other cultures.
- To seek out and articulate answers to these questions that reflect multiple cultural perspectives.

Link to Activity Instructions:

- [A version of this activity from BrainMass](#)

Related Tools:

Similar tools:

- [Building Utopiastan](#)
- [Kluckhohn Questionnaire, The](#)
- [Listening Deeply for Values](#)
- [Martian Anthropology](#)
- [Survey Your Values](#)
- [Visible and Invisible Values](#)
- [YouTube Ethnography Project](#)