# Lesson Element

# Norms and Values Activity

## Task 1 – The difference between norms and values: card sorting activity

Cut the following cards out to create a mix and match activity. Each value should have one norm attached to it and one behaviour which conflicts with the value.

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| Norms | Values | Conflicting Behaviour |
| --- | --- | --- |
| To pay for things in a shop | One should not steal | Stealing food when hungry |
| To listen to instructions from teachers | One should respect their elders | Institutional ageism |
| To say please and thank you | One should be polite | Pushing in a queue when you have somewhere to be urgently |
| To bath or shower everyday | One should be hygienic | Not washing your hands after using the bathroom |
| Telling the truth when asked a question | One should not lie | Not telling the truth to save someone’s feelings |
| Not to hit people when they say something you don’t like | One should not harm others | A boxing match |
| To ask someone what is wrong if they are crying | One should think of others’ feelings | Homophobia |
| To wear clothes in public | One should respect modesty | To take part in naked rambles |

## Task 2 – Social construction of norms and values: worksheet and funeral video clips

| What are the norms associated with dating in the 1950s? Think about the values that underpin them. | What are the norms associated with dating now? Think about the values that underpin them. |
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| What does this suggest about **norms** and **values**? |
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| Write down what the **norms** are which are associated with a funeral in British **culture**. Also think about what the **values** are that underpin them. |
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| Watch clip 1 – HSBC Advert (<http://www.youtube.com/watch?v=ftuWPVXXmsw>) – What **norm** is illustrated here? |
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| Watch clip 2 – The Babongo Tribe (<http://www.bbc.co.uk/tribe/tribes/babongo/>) – What **norms** and **values** are illustrated here in relation to death and funerals? |
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| What does this suggest about **norms** and **values**? |
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## Task 3 – Norms and values in business: Human Resources briefing

Before the lesson you should have researched the culture of a country. You will now need to apply what you’ve researched to a business setting. Imagine that you work in Human Resources for a computer software company. You have been told that a number of members of your team will be moving to work in the company offices in a city abroad. It is your responsibility to brief your team who will be moving offices about the things they will need to consider before moving. Using your research completed at home fill in the following boxes about the norms and values of your culture.

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| --- | --- |
| **Dress** | **Behaviours** |
| **Social Structure** | **Respect** |
| **Socialising** | **Office Behaviour** |
| **Corporate Gifts** | **Gender Roles** |

You now need to create a presentation about these norms and values to ‘brief’ your team about their move. This can be done in any form but you must make sure the whole team are prepared to move to their new offices and what to expect.

## Task 4 – Class analysis of Task 3 Human Resources briefing

Discuss the following

* What does this research tell us about norms and values?
* Do the cities have different values to the contemporary UK or just different norms?
* Do all countries have the same values?
* Where do the norms and values of these cities come from?
* Why are norms and values different cross culturally?
* Why is it important that international companies have an understanding of norms and values of different cultures?
* Do norms and values change over time?
* Why might norms and values change over time?

## Task 4 Extension Activity – Norms and values changing over time

How have the norms and values in the UK changed? Why have norms and values changed?

Research the norms and values that existed in the 1980s that no longer exist today and think about how you would prepare someone to work in an office during this time, for example this may include the practice of smoking in the workplace

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