

Welcome to ProQuest's *CultureGrams World Edition!*
A Student Tutorial
Created by Ms. Emily Phillips, media specialist (eventually)

Mr. Gray has informed me that this year you will be spending a large amount of time in social studies class discovering the countries and cultures of the world and learning to appreciate how others live and think. He has asked me to provide you with some information about a valuable resource, the *CultureGrams World Edition* database. You will be able to use this database for assignments in any of your classes, but I believe you will find it useful outside of class too. For example, I use it to learn about more about the countries and cultures I hear about on the news or in the newspaper.

CultureGrams provides a vast amount of reliable up-to-date information which will make your life much easier! Because the information in *CultureGrams* is written and reviewed by local experts and updated twice a year, you never have to worry about who wrote it, why they wrote it or when they wrote it like you have to do when using the internet. Besides that, *CultureGrams* will provide you with the correct citation information, clear organization of information, the ability to create charts and tables, and a glossary of unique words found throughout the database. Don't worry, *CultureGrams* also has many of the appealing features that websites do!

Similar to websites, within *CultureGrams* you will find:

- an image gallery
- slideshows
- audio
- video
- the ability to create graphs and tables

However, unlike the internet, within *CultureGrams* you will find:

- citation information is available for you, so there is no guessing game about the reliability of the information
- the information is very concise which means you should be able to find what you need without reading pages and pages of information
- the database was written specifically for middle and high school students, so it is easy to understand

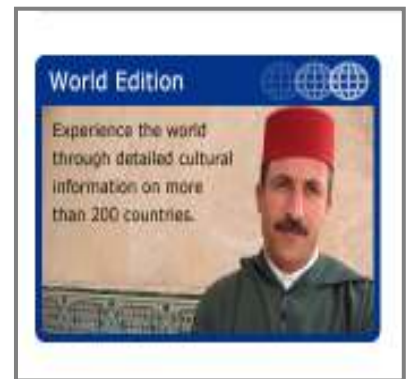
CultureGrams World Edition contains information for over 200 countries. Each country's report has its own homepage. This report is divided into 25 categories. Because of this, you will easily be able to gain knowledge about any of the following information for any country.

land and climate	holidays	flag
history	economy	national anthem
personal appearance	education	time and distance calculator
greetings	health	currency information
gestures	events	recipes
family	trends	short biographies of people
diet	map	from each country

To become more familiar with this valuable resource, let's take a look at what it has to offer and how it works.



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Logging On

To find the CultureGrams database from school:

1. After logging on, go the media center's webpage
2. On the left side, choose the "databases" link
3. Choose the *CultureGrams* icon
4. Enter the User ID and Password which can be found in your school agenda book
5. Click on the image for *World Edition*

To find the CultureGrams database from home:

1. Visit <http://www.proquestk12.com/default.shtml>
2. Enter the User ID and the Password which can be found in your school agenda book
3. Click My Products
4. Choose *CultureGrams*
5. Click on the image for *World Edition*

Accessing a Country's Homepage.

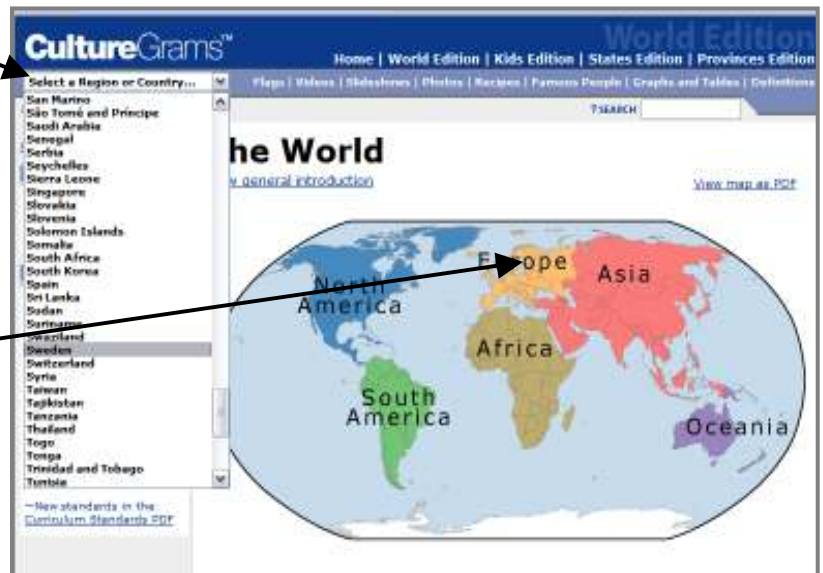
First, let's take a look at what a country's homepage looks like. This home page will allow you easy access to the information about the country. There are a few ways to access the homepage.

Let's assume you wanted to learn more about Sweden.

1. From the main page, click the **World Edition**.



2. Click the **Select a Region or Country** pull-down menu in the upper left-hand corner. Scroll down until you find the country, then click it to continue to the country report. (Note: Typing the first letter of the country will move you quickly down the list.)



3. You may also click an area of the world map.

4. Now, click on your country.



Regardless of the method you choose, you will have access to the homepage of the report for your country.

What a Country's Homepage has to Offer:

Each country's home page looks the same. Below is the home page for Sweden's report and an explanation of what you will find in each section

Additional Features

The screenshot shows the homepage for the Kingdom of Sweden on CultureGrams. The page is divided into several sections, each with a letter label and an arrow pointing to it:

- A:** Points to the 'CultureGrams' logo and navigation bar.
- B:** Points to the 'Background' section on the left sidebar, which includes links for Land and Climate, History, The People, Customs and Courtesies, Lifestyle, Society, and At a Glance.
- C:** Points to the 'Did You Know?' section, which contains interesting facts about Sweden.
- D:** Points to the 'Official Name' and 'Anthem' sections.
- E:** Points to the 'View full report as PDF' link.
- F:** Points to the 'View accessible report' link.
- G:** Points to the 'Photos Gallery' link in the 'Additional Content for Sweden' section.
- H:** Points to the 'Graphs and Tables' link in the 'Tools' section.
- I:** Points to the 'Flag' section, which includes a description of the Swedish flag and a small image of the flag.
- J:** Points to the 'Country and Development Data' section, which lists various statistics such as Capital, Current Time, Latitude, Longitude, Population, Area, Human Dev. Index rank, Adjusted for women, Real GDP per capita, Adult literacy rate, Infant mortality rate, and Life expectancy.

A - This area makes it easy to connect with all of the country reports using the pull-down menu.

B - The left bar links you to the **main content**. Each link connects you to section with specific country information, which is divided into categories such as Background, People, Customs, Lifestyle, and Society.

C - The **Flag** section has a description of the country's flag and will allow you to link to a larger flag or an outline of the flag.

D - The **Official Name and Anthem** boxes make it easy to learn how to pronounce name of the country and allows you to hear the country's national anthem.

E - The **Did you Know** box contains a few interesting facts about the country.

F - These links in the upper right-hand corner allow you to:

1. **View** the full country report as a PDF file and print
2. **Email** the full report
3. Connect to the Kids Edition version of the report (if there is one available)
4. Automatically **generate a citation** for the information in the section of the report

G - Use these links to view **photos, videos, slideshows**, information about **famous people**, and authentic **recipes** for each country

H - Special tools are just a click away and include **graphs and tables, world time, a distance calculator, and a currency converter**. For more information on these tools, see the additional features section below.

I - Click these links to **create a map** of the country

J - Specific country data can be found here, including the **current time in the country, its capital, and area and population information**.

Additional Features -There are also additional features in *CultureGrams*. These can always be accessed from:

*the top navigation bar

or

*from the right hand column within each country report

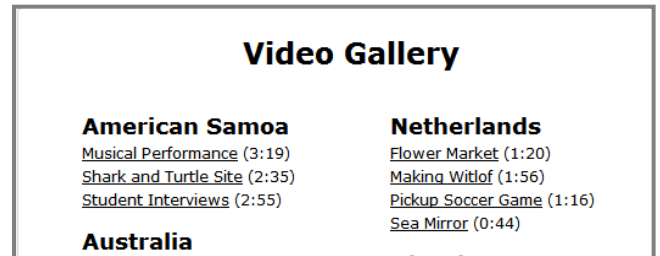


From the additional features toolbar, you have several options:

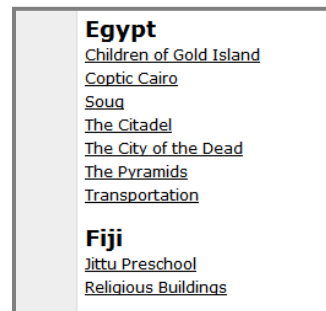
Flags – View thumbnails of flags from hundreds of countries. Click the link to view a larger image, print, or to go directly to each *CultureGram* report



Videos - Watch short clips of daily life and cultural events in a variety of locations



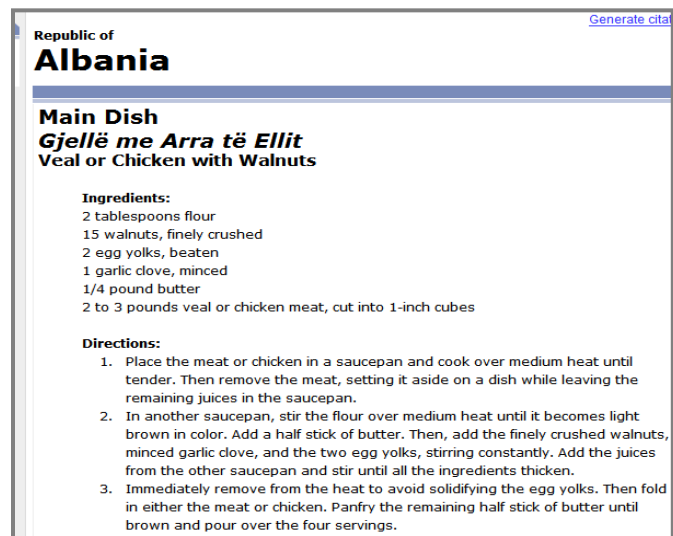
Slideshows—The slideshow organizes photos around a single theme



Photos—View pictures of people going through their daily lives, see images of popular attractions, and cultural and historical hot spots.



Recipes - This collection of authentic recipes makes it easy to recreate the foods of any country



Famous People—View a list of famous people from each country and learn more about their lives and contributions to the country

[Generate citation](#)

Jamaica

Bob Marley
(1945–1981) musician

Marley became a music icon when he and his reggae band, The Wailers, achieved international stardom in the 1970s. A series of successful albums in Europe and North America popularized reggae outside of Jamaica for the first time. Marley's lyrics, which advocate tolerance and justice, were heavily influenced by his belief in Rastafarianism and his political activism.

George William Gordon
(1820–1865) social activist

Gordon, the son of a Scottish planter and his female slave, was a landowner and member of Jamaica's "free coloured" middle class. He entered politics in the 1840s and criticized the colonial government for its treatment of impoverished black Jamaicans. When 16 men were killed in an uprising known as the Morant Bay Rebellion, Gordon was blamed, arrested, and executed. Today, he is regarded as a national hero.

Graphs and Tables—Create your own tables and graphs from over 50 topics to compare countries.

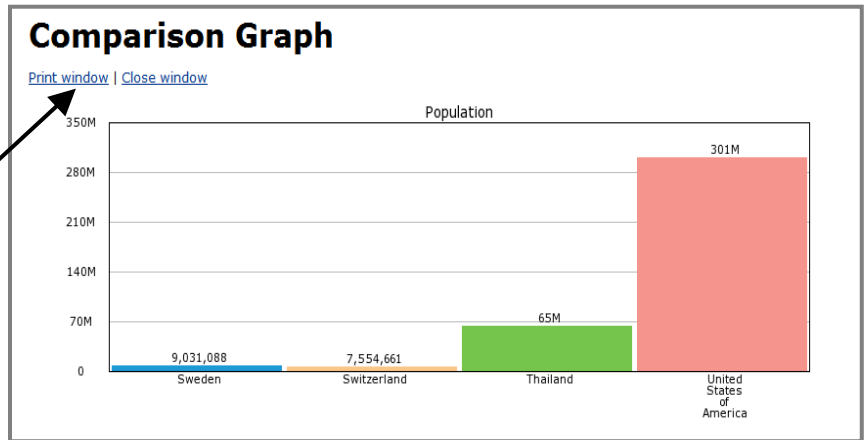
For example, if you want to create a graph to show the differences in population between Sweden, Switzerland, Thailand, and the United States you would take the following steps:

1. Click on Graphs and Tables
2. Click on Build-your-own Comparison Graph
3. On the menu on the left, scroll down to find the countries you would like to compare.
4. Hold down the Ctrl key while you click on the countries you are comparing (Sweden, Switzerland, Thailand, and the United States)
5. On the menu on the right, choose the category you would like to compare (such as population)
6. Click on "Create Comparison Graph"

The screenshot shows the 'Comparison Graphs' interface. It features a top navigation bar with 'Flags | Videos | Slideshows | Photos | Recipes | Famous People | Graphs and Tables | Definition'. Below this is a search bar and a main heading 'Comparison Graphs'. On the left, there is a 'Build-Your-Own' menu with categories like 'Country Data', 'Extremes', and 'View Sources'. The main area has two columns: 'Select up to 10 nations.' and 'Select up to 4 categories.'. The nations list includes Suriname, Swaziland, Sweden, Switzerland, Syria, Taiwan, Tajikistan, Tanzania, Thailand, Togo, Tonga, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Tuvalu, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States of America, Uruguay, U.S. Virgin Islands, Uzbekistan, and Vanuatu. The categories list includes AREA, POPULATION, ECONOMY, COMMUNICATIONS, EDUCATION, HEALTH, and ENERGY. A 'CREATE COMPARISON GRAPH' button is at the bottom right. Numbered arrows (1-6) point to: 1. 'Graphs and Tables' in the top bar; 2. 'Build-Your-Own Comparison Graphs' in the left menu; 3. 'Population' in the nations list; 4. 'United States of America' in the nations list; 5. 'Population' in the categories list; 6. 'CREATE COMPARISON GRAPH' button.

7. A graph will be generated for you.

8. You may print the graph by choosing Print Window



Definitions—Provides definitions for unfamiliar cultural terms

Display terms by country:

[\(view searching rules\)](#)

7 entries found for lao [Print result](#)

Bacalao. Dried fish, usually cod. ([Dominican Republic](#)).

Bacalao con viandas. Boiled cod with cassava and potatoes. ([Puerto Rico](#)).

Lao. "Old." A Mandarin Chinese term used with or instead of a title to show special respect to a friend. ([China](#)).

Lao Lum. "Lowland Lao." The largest ethnic group in Laos. The *Lao Lum* are culturally and linguistically related to the Isaan people of northeastern Thailand. ([Laos](#)).

World Time: Allows you to see the date and time of day in the capital city of the country

World Time

Country	City	Current Time	Day
Afghanistan	Kabul	7:09 PM	Friday
Albania	Tirana	4:39 PM	Friday
Algeria	Algiers	3:39 PM	Friday
American Samoa	Pago Pago	3:39 AM	Friday
Andorra	Andorra la Vella	4:39 PM	Friday
Angola	Luanda	3:39 PM	Friday
Antigua and Barbuda	Saint John's	9:39 AM	Friday
Argentina	Buenos Aires	12:39 PM	Friday

Distance Calculator: Calculates the distance between the capital cities of 2 countries.

Distance Calculator

Choose two countries to find the distance between their capital cities.

Origin:

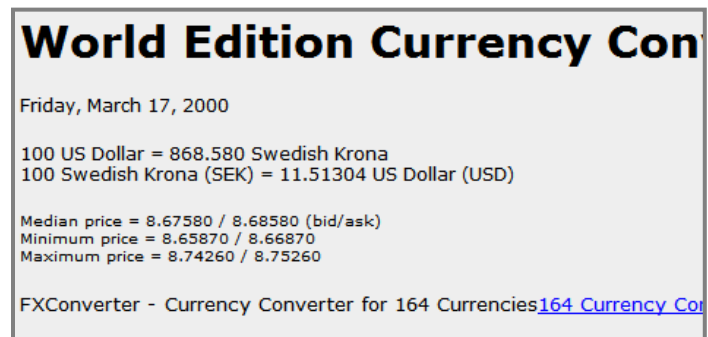
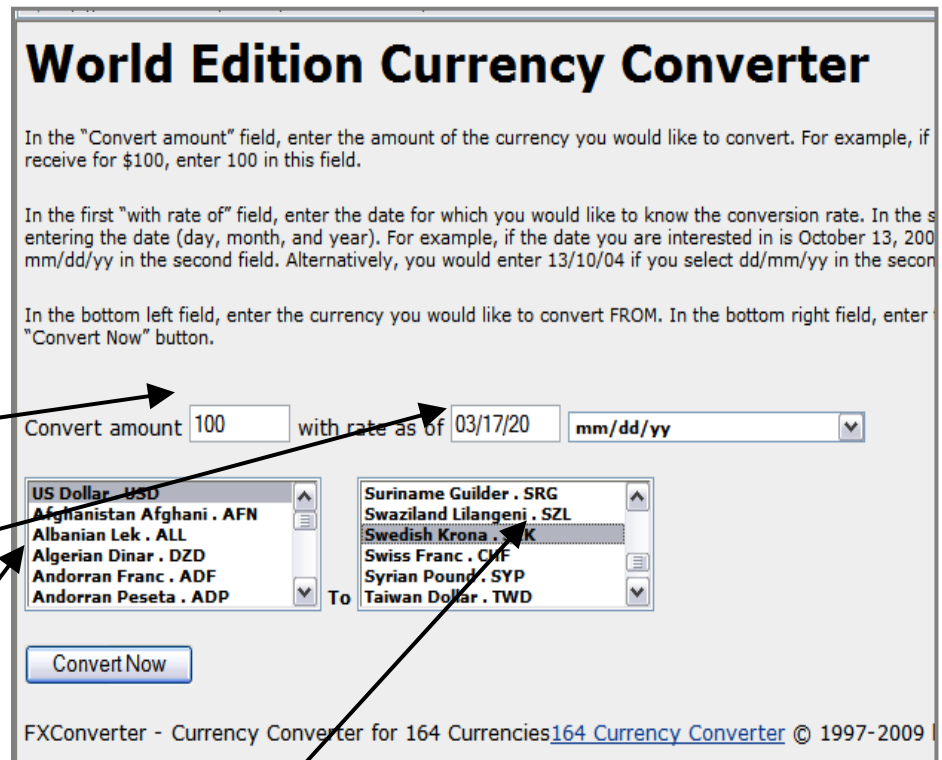
Destination:

Note: The distance calculator is not supported by the Safari web browser. Mac users may wish to use Firefox or another web browser to access this feature.

Stockholm, Sweden is 4143.59 miles (6668.47 kilometers) away from Washington, D.C., United States of America

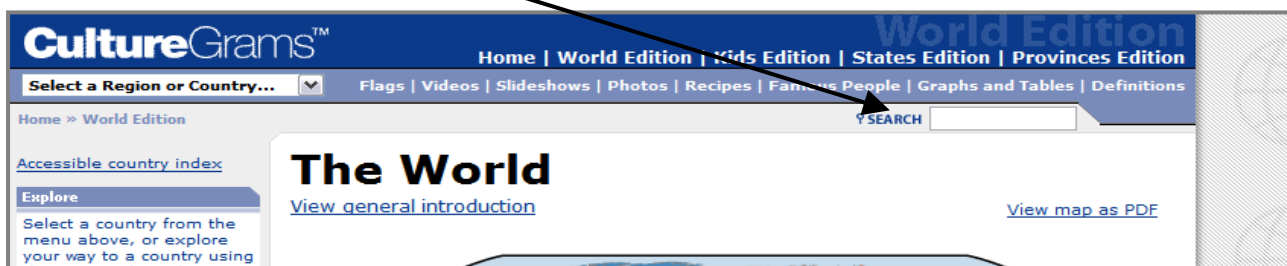
Currency Converter: Converts money from one country to the equivalent amount in the other country's currency for a specific date. For example, if you wanted to know how much 100 US dollars were worth in Sweden on March 17 of 2000, you would take the following steps:

1. Click on Currency Converter
2. In the Convert Amount box, enter 100
3. Change the date in the box to 03/17/00
4. On the first menu, scroll down and choose US Dollar, USD from the first pull down menu
5. On the second menu, scroll down and choose Swedish Krona. SEK
6. Click Convert Now
7. The conversion amount is displayed



Searching for information using CultureGrams

Searching for information within *CultureGrams* without accessing a country report is very similar to searching on the internet. You will need to use key words or search terms and type them in the search box.



Search Rules

Similar to the internet, there are rules for searching for information within this database:

1) A search with multiple words will find information that contains any of the words, but not necessarily ALL of them.

Example:

A search of **Niger River** will create a list of results that contain either the word **Niger** or the word **River**, but not necessarily both. A search using **Niger River** generates 141 results including results containing **Amazon River** and **Mississippi River**

World Edition

Step 2. Enter keywords to search on ([view searching rules](#)):

Niger River

Results 1 - 20 of about 141

1. [CultureGrams World Edition: Brazil](#)
 - Forests cover slightly more than half of Brazil's territory and include the world's largest tropical rain forest in the Amazon **River** Basin.
 - The largest Japanese community outside of Japan is in Brazil.
 - Brazil is one of the world's larg . . .
2. [CultureGrams World Edition: Congo-Kinshasa](#)
 - Congo-Kinshasa, or the Democratic Republic of the Congo, covers an area roughly the size of the United States east of the Mississippi **River**.
 - The nation is home to more than two hundred distinct ethnic groups.

2) Placing a plus sign (+) in a search immediately before a word means that the word **MUST** be present in every result.

Example:

A search of **+Niger +River** generates results that always contain **BOTH** words **Niger** AND **River**, but not necessarily next to each other. This search generated 5 results containing both words **Niger** and **River**.

World Edition

Step 2. Enter keywords to search on ([view searching rules](#)):

+Niger +River

Results 1 - 5 of about 5

1. [CultureGrams World Edition: Mali](#)
 - Bamako, the nation's capital and largest city, is a major regional trading center on the **Niger River**.
 - Mali gained independence from France in 1960.
 - Because people are obligated to help extended family members, the average wage earner c . . .
2. [CultureGrams World Edition: Mali: Land and Climate](#)

Mali, the seventh largest country in Africa, is about twice the size of Texas. It covers 478,764 square miles (1,240,000 square kilometers). Mali's north is in the southern Sahel Desert. Further south is the savanna Sahel with limited

3) Placing a phrase within quotation marks (“ ”) creates a list of results that contain that exact phrase.

Example:

A search of “**Niger River**” will create a list of results that contain the exact phrase Niger River. The list of results will not show variations of this phrase such as “one river that can be found in Mali is the Niger”. The search “**Niger River**” created a list of 5 results containing the exact phrase Niger River

Step 1. Select an area of the site to search:
World Edition

Step 2. Enter keywords to search on ([view searching rules](#)):
"Niger River" **SEARCH**

Results 1 - 5 of about 5

- [CultureGrams World Edition: Mali](#)
 - Bamako, the nation's capital and largest city, is a major regional trading center on the **Niger River**.
 - Mali gained independence from France in 1960.
 - Because people are obligated to help extended family members, the average wage earner c . . .
- [CultureGrams World Edition: Mali: Land and Climate](#)

Mali, the seventh largest country in Africa, is about twice the size of Texas. It covers 478,764 square miles (1,240,000 square kilometers). Mali's north is in

4) Placing a minus sign (-) immediately before a word means the word must NOT be present in any results.

Example:

A search of +**Niger** -**River** will create a list of results that contain the word Niger and never contain the word river.

Step 1. Select an area of the site to search:
World Edition

Step 2. Enter keywords to search on ([view searching rules](#)):
+Niger -river **SEARCH**

Results 1 - 10 of about 10

- [CultureGrams World Edition: Niger](#)
 - To indicate approval or agreement, **Nigeriens** make a clicking sound deep in the throat or they may rapidly suck in air.
 - For many **Nigeriens**, sharing three rounds of tea is an essential part of a social visit.
 - On Independence Day (3 Aug.) . . .
- [CultureGrams World Edition: Benin: Land and Climate](#)

Benin is a small western African nation located between Togo and **Nigeria**. Covering 43,482 square miles (112,620 square kilometers), it is just smaller than Pennsylvania. From its coast on the Atlantic Ocean, Benin runs only 420 miles (680 kilometers) t . . .

5) Placing an asterisk (*) immediately after a word creates a list of results that contain that word and other words that begin with those same letters.

Example: A search of **Niger*** generates a list of results that contains Niger, Nigeria, Nigerian, Nigeriens, and Niger River.

What to do if you can't find what you need in *CultureGrams*

Because the information found in *CultureGrams* is very concise, and is meant to provide you with an understanding of cultures and customs, you may not be able to find in-depth information about your country.

For example, pretend you are interested in learning about Tiananmen Square, but you're not sure where it is or exactly what it is. You could use the search option in *CultureGrams* by taking the following steps:

1. Search using the term "Tiananmen Square"
2. There is one result, which takes you to the *History* section in China's country report
3. There, you find only a brief mention of Tiananmen Square.

If this is not enough information to satisfy your curiosity, you could turn to the internet, books, or other sources to gather more information. However, before doing so, you may want to read more about the culture of China by browsing through China's country report. This will allow you to develop an understanding of China's attitudes, beliefs, cultures and customs. With this knowledge, you will have a better understanding of the causes and effects of what took place in Tiananmen Square when you locate more information.



People's Republic of
China

[View full report as PDF](#)
[View accessible report](#)
[Generate citation](#)

Background

History

[Print this section](#) | [E-mail this section](#)

The Chinese have one of the world's oldest continuous civilizations, spanning some five thousand years. China has long been ruled by dynasties. Some were formed by native Han (such as the Ming Dynasty, 1368–1644), and others were established after nomadic tribes from the north conquered China-proper (as did the Qing Dynasty, 1644–1911). Nomadic tribes were eventually absorbed into Chinese culture. A revolution inspired by Sun Yat-sen overthrew the Qing Dynasty in 1911. In 1912, with the country fragmented by opposing warlords, Sun Yat-sen established the Kuomintang (KMT) party in an effort to unify China.

After Sun's death in 1925, Chiang Kai-shek took control (1927) and ousted the once-allied Communist Party. The Communists, led by Mao Zedong, struggled with the KMT for control of China while both groups fought Japan in World War II. After the Japanese were defeated (1945), the civil war ended with Mao's forces in control and Chiang's army fleeing to Taiwan to regroup. They never returned. Mao ruled from 1949 to 1976. China still considers Taiwan its 23rd province.

While the Chinese initially welcomed communism, the Great Leap Forward (1958–61) and the Cultural Revolution (1966–76) had disastrous effects on the country. More than 40 million people starved or were killed during Mao's rule. After Mao died in 1976, Deng Xiaoping came to power and gradually moved away from Maoism. His more moderate policies led to foreign tourism, a more liberal economy, private enterprise, growth, trade, and educational exchanges with other nations. The Tiananmen Square massacre in June 1989 and a subsequent government crackdown derailed these measures for a time.

By 1992, China was again focusing on economic reform and it quickly became home to one of the world's fastest-growing economies. However, Deng did not favor political liberalization. Since Deng's death in 1997, his successors have reiterated his policy of a socialist market economy with a strong central government. Hong Kong (a British colony) reverted to Chinese control in 1997, and China was admitted to the World Trade Organization in 2001. The

Congratulations!

You have now been formally introduced to the *CultureGrams* database and are ready to explore the cultures of the world!

Application Activity

Culture Diversity Awareness

In 7th grade social studies classes, students are introduced to World Geography with an emphasis on the Eastern Hemisphere. Many students are unaware of the vast differences between these cultures and ours. In an effort to create a general understanding and appreciation for these differences, students will take part in the following activity. I have designed this activity in coordination with our community's Ethnic Expo which takes place every October.

Communicating Across Cultures Mini-Lesson

Goals: Students will become aware of some of the differences between cultures

Students will compare communication styles of people from various countries

Students will understand that the ability to communicate with other cultures is vital

Students will create a product that depicts the nonverbal and verbal communication style of a country

Prior to teaching the lesson, contact the Ethnic Expo committee for a list of countries that will be represented in that year.

Generating Interest:

Discuss with the students how we communicate daily in class, how they communicate with one another and with family outside of school.

Discuss when we might need to communicate with people of other cultures and why effective communication in these instances is important. *Examples: it can prevent conflict or war, make or break a business deal, and keep a traveler safe.*

Ask the students: Do you know of any harmless gestures or words in our culture that are offensive in another?

Prepare the students for the activity by explaining

1. Besides gestures and words, there are other ways we communicate such as: personal space, our level of formality, and our directness.
2. Different situations might require different types of communication (dating, meeting people - older people vs. making new friends, business situations)
3. Styles of communication and situations vary from country to country

Activity:

- Divide students into groups of three to four and assign each group a country that will be represented in the Ethnic Expo.
- Pass out the *Communicating Across Cultures Project Expectations Handout*

- Direct the students to the *CultureGrams* database where they should read the country's report.
- Encourage them to focus on the categories of General Attitudes, Customs and Courtesies and Lifestyle.

Students should consider the following essential questions:

- What communication practices are common in the country?
- What practices are taboo?
- How do people in the country regard body language, personal space, and eye contact?
- How might these communication styles be a product of other aspects of the culture (religion, family)?
- How are communication styles different from those in the United States?

Assessment:

Each group should prepare a product that compares the communication styles in the United States with those in their assigned country. The products might include skits, children's books, comics, PowerPoint presentations, or any other method that might represent encounters between someone from the United States and someone from their country. The product should not only compare the communication styles (verbal and nonverbal), but also indicate misunderstanding(s) that might arise with improper communication.

Follow Up:

After sharing the products, discuss that what is considered acceptable communication not only differs from culture to culture, but also from family to family. Ask students what types of communication rules are stressed in their families.

For example:

- What might account for the differences they notice?
- Which similarities do most of them share?
- What types of things do the students' grandparents consider rude that is acceptable among today's young people?



Photo Gallery. *CultureGrams*. 2004. Proquest. 20 Mar 2009. <<http://online.culturegrams.com/gallery/index.php>>.

Communicating Across Cultures Project Expectations

Goals of this project:

1. Use the *CultureGrams World Edition* database to gather information about the communication styles of the people in your group's assigned country
2. Create a product that
 - a. compares the communication styles (verbal and nonverbal) of your country
 - b. represents misunderstandings that might arise due to improper communication.

Gathering information:

1. Using *CultureGrams*, browse through the report for your country
2. Focus on the categories of General Attitudes, Customs and Courtesies, and Lifestyle
3. EACH group member should take notes and answer the following questions:
 - What communication practices are common in the country?
 - What practices are forbidden, unthinkable, or offensive?
 - How do people in the country react to body language, personal space, and eye contact?
 - How are communication styles different from those in the United States?
4. As a group, discuss your findings and compare you answers and opinions

Planning your product:

You have several options when deciding what kind of a product to make.

Some ideas might be performing a skit, writing a children's book, creating a comic, developing a PowerPoint presentation, or composing the lyrics to a song.

You are NOT limited to these options! Be creative! Please see me with your ideas!

You should **consider each group member's strengths** when choosing a product. For example, if several of your group members are talented artists, you may want to choose creating a comic or writing a children's book with full illustrations. On the other hand, if your group members do not like getting up in front of the class, you should avoid the skit option.

Assessments:

I will be assessing you individually on the notes you take during research (20 points), as well as your group's final product (35 points)

I will be assessing your final product on following:

- Your ability to work together effectively as a group (5 points)
- The accuracy of your information (10 points)
- How effectively you represent the communication styles and possible misunderstandings that may occur. (10 points)
- Your attention to detail (neatness if the product is turned in / seriousness if it is a presentation or skit) (10 points)

**Outstanding projects will be displayed at this year's Ethnic Expo!
Good Luck!**

Applications and Ideas

Memo

To: All teachers

From: Emily Phillips, Media Specialist

Re: **NEW *CultureGrams* database now available for your use!**

I am excited to announce the media center has acquired access to *CultureGrams World Edition*, an online database for middle and high school students. This reference tool provides information about the cultures, customs, lifestyles and statistical data for all sovereign nations recognized by the United Nations, as well as number of foreign dependencies. Although this database seems most useful to social studies teachers, it can be utilized in all contents. Teachers of all subject areas, particularly the core areas of language arts, science, math, and social studies can use *CultureGrams* in class for debates, presentations, research papers, reading, and writing activities, just to name a few.

In Language Arts:

- Before reading multicultural literature, use *CultureGrams* to gain background knowledge about the setting of the text. Ask students to write a short story about a day in the life of a child from this country
- Use the photo gallery's images as prompts for descriptive or creative writing assignments
- Use the photo gallery and videos to practice drawing conclusions and making inferences
- When studying folklore and oral literature, use "The Arts" sections to discover how the history of cultures has been passed on from generation to generation in all countries

In Math:

- Use the recipes to practice multiplying and dividing fractions. Choose a recipe, have the students figure the correct measurements needed to make one serving of this recipe, enough for their entire family, and enough for a party with 100 guests.
- Use the recipes to practice converting metric measurements to English measurements.
- Use statistical information to practice plotting points on graphs, create charts and graphs, or to practice analyzing data

In Science:

- Use *CultureGrams* to discuss the various climates of the world and how these climates may affect the way of life and/or housing
- Consider the changes in our environment (global warming, pollution, etc) and how it could affect the lands of various countries
- Learn about communicable and non-communicable diseases around the world and develop possible cures or treatment options

In Social Studies:

- Create a fictional country using geographical, historical, and cultural information. Then write a *CultureGrams* country report for that country
- When studying slavery, civil rights, or immigration, use *CultureGrams* to help students understand the circumstances that brought/bring people to America
- Compare our system of government with other governments around the world to understand the effects of different types of government

The opportunities for using *CultureGrams* are endless. Please visit me in the Media Center for additional ideas and lesson plans you can use in your classroom.