

# Development of Intercultural Sensitivity

Milton Bennett 1998

## Denial

- Individuals do not perceive difference or use wide categories – “Tokyo same as London because both are large cities with lots of cars”
- Doesn't allow recognition of phenomena which fall outside familiar categories – perceive Korean, Chinese & Japanese as looking the same

## Defense

- Goes beyond denial as must recognise something before it becomes a threat.
- Involves “negative stereotyping” towards whole cultural group – not based in ignorance but ethnocentrism.

## Minimization

- Cultural difference openly acknowledged and not negatively evaluated.
- Difference though is only seen as superficial – people are still subject to same universal “laws” or “forces”

## Acceptance

- Cultural difference is both acknowledged and respected
- Difference seen as essential and preferable in human affairs. People should be accepted for who they are
- People may seem ignorant but are willing and enjoy learning new things

## Adaptation

- Marked by an ability to intentionally shift frames of reference to suit culture.
- Able to exercise intentional empathy among internal frames of reference

## Integration

- Indicated by a lack of strong cultural identification combined with well developed levels of Acceptance & Adaptation
- Content with self made identity and comfortable adjusting to a wide range of cultural settings