Goal: Cultural Awareness

Had a moment in Japan: left a tip as thanks, and the server actually chased me down to return it!





Show gratitude with a tip.

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In Japan, simply saying thank you or bowing is customary instead of tipping.

CultureBank Dataset → Grounded Evaluation → Culturally-aware LM

Cultural Descriptor Cultural group Japanese Context In restaurants Express gratitude Goal Topic Social Norms and Etiquette Actor Customers Recipient Service staff Relation Customer to service staff Actor's behavior tip as a form of gratitude Agreement 0.1Support number [50, 60)Time range 2021: [0, 10) 2022: [20, 30) 2023: [10, 20)

Scenario Persona Parent Traveling Journalist **Immigration** Traveler Working . . . On my backpacking trip, what!

subtle gesture says 'thank you'l

in a Japanese restaurant?

Dataset

Fine-tune

Cultural Tasks

Global Opinion QA

Natural Language

Inference (NLI)

Question