

Explanation for the Iceberg model of culture

Visible part:

Clothing: You can see what kind of clothing people of a culture wear. For example traditional clothing, western clothing, uniforms, etc.

Food: You can see what kind of food people of a culture eat. For example traditional food, fast food, vegetarian food, etc.

Language: You can hear what language people of a culture talk. Does the country have other languages besides the official country language?

Eating habits: You can see how the people of a culture eat their food. For example with their hands, with cutlery, with chopsticks, etc.

Invisible part:

Norms: A culture defines its own norms and they are not visible for strangers.

Thought patterns: You can't see what the people of a culture / person of a culture think.

Belief & assumptions: You can't see what the people of a culture / person of a culture think.

Values: A culture defines its own values and they are not visible for strangers.

Work ethic: A culture, but also a company itself, has its own work ethic and this is not visible for strangers.

Time orientation: You can't see the time concepts (short-term or long-term orientation) of a culture.

Religion's importance: You can't see the importance of a religion. It depends on the culture and on the person itself.