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INTRO TO SOCIOLOGY

**1) Cultural Relativism**

The idea that a person's beliefs, values, and practices should be understood based on that person's own culture, rather than anyone else,this is known as **Cultural relativism.** Cultural relativism refers to not judging a culture to our own standards of what is right or wrong, strange or normal.

**2) Ethnocentrism**

Evaluating other cultures based on what is right or wrong based on one’s own culture.

**For Example:**

Have you ever seen or eaten food from another country, such as dried squid or fried crickets and think of it as weird and gross? This is an example of ethnocentrism.

**3) Xenocentrism**

The desire to engage in the elements of another's culture rather than one's own culture is known Xenocentrism.

**For Example:**

* The concept that a quality product can't be purchased in one's native country
* Americans' belief that European's produce superior automotive vehicles
* The belief that the way of dress by another culture is significantly superior and that those within one's native country should adopt that same dress