"How WEIRD are you?" - I use the concept of WEIRD (Western, Educated, Industrialised, Rich and Democratic) in my fieldwork in Indonesia and West Africa to identify and address the needs of remote communities with limited resources. The concept of WEIRD originates from psychology research and asserts that to extrapolate the outcomes for one group with its own societal norms and cultural practices, to another group with different norms and practices, cannot be expected to give reliable results, i.e. the expectation that other culture will respond to interventions in the way that we imagine often creates difficulties. The routine notion of seeing non-WEIRD nations as “developing”  is divisive, and is better replaced with the term "Majority World".