

Open Your Class With This Tomorrow- *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*

The third scale in *The Culture Map* is about persuasion. Cultures are classified as principle-first (deductive reasoning) or applications-first (inductive reasoning). While individuals practice both types of reasoning, they are often influenced by the thinking most commonly used in their culture's educational system.

- Deductive reasoning starts with a general principle or theory and then moves to a more specific observation or conclusion. A common example used for deductive reasoning is a syllogism. The conclusion will be logical and true if the first two premises are true.
- Inductive reasoning starts with several specific examples to determine a general principle or theory. Based on empirical observations, we then draw a broad conclusion and make an inference. The conclusion will be true based on the accuracy of the observations.

Identify whether the example involves inductive or deductive reasoning.

1. While learning math, one would first prove the general principle before developing a formula.
2. While learning math, one would learn the formula first and then apply it to problems.
3. While learning a language, the teacher would start with the vocabulary and grammar before students practice the language.
4. While learning a language, the teacher might dive right into speaking the language and with time the students start to put sentences together.
5. Dogs have 4 legs. A pug is a specific dog breed. Therefore, my pug has 4 legs.
6. The dogs in my neighborhood are friendly. Therefore, dogs are friendly.
7. Classes require studying to be successful. Math is a class. Therefore, math requires studying.
8. Each time I study I earn a good grade. Therefore, one must study to get good grades.
9. The grass is wet and the pavement is wet. It must have just rained.
10. When it rains everything gets wet. My car is wet. Therefore, it must have rained.

To see how these two types of reasoning are further applied to the business world, check out this interview with the author of *The Culture Map*.

<https://hbr.org/2014/10/tailor-your-presentation-to-fit-different-cultures>

Key: 1. Deductive. 2. Inductive. 3. Inductive. 4. Deductive. 5. Deductive. 6. Inductive. 7. Deductive. 8. Inductive. 9. Inductive. 10. Deductive.

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