

UNIQUE FEATURES OF CONTEXT DIVERSITY

1. **AVOIDS STEREOTYPING** - Monolithic labels for identifying ethnic, gender and racialized groups often stereotype populations throughout the world. Context Diversity reveals that despite preferences for cultural customs, individuals cannot be sorted out by their cultural context. At the individual level, even minorities and women cannot be easily categorized as simply High or Low Context. Each of us differs as to how we interact with the world in a High or Low context manner, which can change according to situations. People are Multicontextual and therefore unique individuals with cultural and gendered identities.
2. **BEING HIGH OR LOW CONTEXT IS NEITHER GOOD NOR BAD**, the terms simply represent how much context cultural groups and organizations prefer to use to better interpret and interact with the world around them.
3. **INCLUSIVE OF ALL POPULATIONS AND GROUPS, NO LONGER US/THEM.**
4. **FOCUSES ON CHANGING ORGANIZATIONAL CULTURES RATHER THAN ASSIMILATING PEOPLE IN INSTITUTIONS.**
5. **PROVIDES BOTH QUANTITATIVE AND QUALITATIVE TOOLS FOR OUTCOMES ASSESSMENT AND PROGRAM EVALUATION.**
6. **PROVIDES AN INCLUSIVE PLATFORM FOR DISCUSSING DIFFICULT CONCEPTS ABOUT DISCRIMINATION, PREJUDICE AND OTHER RACIALIZED ISSUES.**
7. **PROVIDES A NEW CONTEXT FOR INSTITUTIONS TO DEVELOP STRUCTURAL AND MULTICULTURAL INITIATIVES.**

Problems encountered deal with a paradigm shift

1. **OVERCOMING INGRAINED BELIEF THAT DIVERSITY IS ONLY TWO-DIMENSIONAL**
2. **DEVELOPING A NEW VOCABULARY THAT EXPLAINS THE THEORY WITHOUT USING CODED WORDS (I.E. DIVERSITY).**