Table 1: Glossary of terms related to “Non-verbal Communication”

<table>
<thead>
<tr>
<th>Concept</th>
<th>Natural Language Description</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body Language</td>
<td>Non-verbal communication (NVC) related to movement. The use of gestures, body part movements, and postures and face to send messages.</td>
<td>(Neuliep 2009; Savino 2007)</td>
</tr>
<tr>
<td>Paralanguage</td>
<td>The use of vocal characteristics such as volume, pitch, rate etc.</td>
<td>(Neuliep 2009; Savino 2007)</td>
</tr>
<tr>
<td>Haptic</td>
<td>The use of touch.</td>
<td>(Neuliep 2009; Savino 2007)</td>
</tr>
<tr>
<td>Chronemic</td>
<td>The use of time to communicate status and punctuality. Can also refer to pause during conversations.</td>
<td>(Neuliep 2009; Savino 2007)</td>
</tr>
<tr>
<td>Proxemic</td>
<td>The use of space to express intimacy and power.</td>
<td>(Neuliep 2009; Savino 2007)</td>
</tr>
</tbody>
</table>

Table 2: Glossary of terms related to “Body Language”

<table>
<thead>
<tr>
<th>Concept</th>
<th>Natural Language Description</th>
<th>Source</th>
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</thead>
<tbody>
<tr>
<td>Agreement/Disagreement Acts</td>
<td>The way an individual expresses agreement/disagreement.</td>
<td>(Knapp 1978)</td>
</tr>
<tr>
<td>Conversation Adaptor</td>
<td>Actions used to act on objects in the environment or self-manipulative actions such as lip biting and scratching.</td>
<td>(Ekman &amp; Friesen 1969; Knapp 1978)</td>
</tr>
<tr>
<td>Behavior Primitives</td>
<td>Things that can be considered as basic/atomic behaviors, or structured sequences of these basic behaviors. There are different terminologies being used in the literature, especially in the recent field of embodied agent. Behavioral primitive are not cultural because they are the product of body capabilities i.e. new born babies can perform gestures, postures, and facial expressions but have not yet learned meanings to associate to them according to context-of-use, or conscious communication objectives.</td>
<td>(Authors 2013b)</td>
</tr>
<tr>
<td>Greeting Act</td>
<td>The way an individual expresses greetings.</td>
<td>(Knapp 1978)</td>
</tr>
<tr>
<td>Conversation Regulator</td>
<td>Gesture movements that attempt to regulate a conversation: to shut someone up, bring others in, encourage them to continue etc.</td>
<td>(Ekman &amp; Friesen 1969; Furnham 1999)</td>
</tr>
<tr>
<td>Disengagement</td>
<td>The way an individual expresses that he/she is leaving or stopping an interaction.</td>
<td>(Oxford Dictionary. 2016)</td>
</tr>
</tbody>
</table>

Table 3: Glossary of the core concepts related “Culture”

<table>
<thead>
<tr>
<th>Concept</th>
<th>Natural Language Description</th>
<th>Source</th>
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</thead>
<tbody>
<tr>
<td>Culture</td>
<td>“A relatively stable system of shared meanings, a repository of meaningful symbols, which provides structure to experience” (Kashima 2000, p. 21). “A process of production and reproduction of meanings in particular actors’ concrete practices (or actions or activities) in particular contexts in time and space” (Kashima 2000, p. 21).</td>
<td>(Kashima, 2000)</td>
</tr>
<tr>
<td>Cultural Group</td>
<td>‘Socio-cultural groups’ can be defined on the basis of one or more different shared criteria that ‘unite’ individuals (e.g. nationality, religion, occupation,</td>
<td>(Authors, 2012; Jost and Hamilton, 2005; Castano, Yzerbyt, &amp;</td>
</tr>
<tr>
<td>Concept</td>
<td>Natural Language Description</td>
<td>Source</td>
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<tr>
<td>Cultural elements</td>
<td>“Basic cultural units. This construct was popularized under the ‘meme’ terminology within the Memetic Theory (Dawkins, 2006), but it has been adopted with slight differences in other major modern anthropology theories such as the Dual Inheritance Theory (Henrich and McElreath, 2007).”</td>
<td>(Dawkins, 2006; Henrich &amp; McElreath 2007; Sperber, 1996)</td>
</tr>
<tr>
<td>Core cultural idea</td>
<td>A specific type of cultural conceptualization that refers to values, norms, beliefs, stereotypes, expected situational and social structures. i.e. ideas that are likely to be endorsed by a large portion of a cultural group, which doesn’t mean that all members of this group adopt them / collective cognitive information that may emerge from the collective mind of a cultural group.</td>
<td>(Authors et al., 2010)</td>
</tr>
<tr>
<td>Sociocultural script</td>
<td>Sociocultural scripts refer to prototypical procedures to be performed in a specific context and for a specific purpose. They are script as defined by Schank and Abelson (1977). UOC considers cognitive scripts not to be universal e.g. considering the famous restaurant example discussed by Schank and Abelson, appropriate scripts to be used in a restaurant strongly differ whether you are in a cultural setting or in another (e.g. typical USA vs typical Japan). The concept of sociocultural script was first introduced in linguistics (Goddard &amp; Wierzbicka 2004) and social sciences (Triandis et al. 1984) and is expanded in the Upper ontology of culture to the behavioral field.</td>
<td>(Goddard &amp; Wierzbicka 2004; Schank &amp; Abelson 1977; Triandis et al. 1984)</td>
</tr>
</tbody>
</table>
### Sociocultural norm

“The customary rules that govern behavior in groups and societies” (Bicchieri and Muldoon, 2012). “Norms elicit conformity, and that there is a strong correlation between people’s normative beliefs and their behavior. By normative beliefs is usually meant individual or collective beliefs about what sort of behavior is prescribed (or proscribed) in a given social context. Normative beliefs are habitually accompanied by the expectation that other people will follow the prescribed behavior and avoid the proscribed one.” (Bicchieri & Muldoon 2012).

“A kind of grammar of social interactions. Like a grammar, a system of norms specifies what is acceptable and what is not in a society or group. And analogously to a grammar, it is not the product of human design and planning” (Bicchieri 2006).

### Cultural non-verbal communication

Communication system shared by a cultural group and acquired by its members through social learning processes (not innate (Henrich & McElreath 2007)) that does not make use of oral language (e.g. Matsumoto & Hwang 2013).

(Henrich & McElreath 2007; Matsumoto & Hwang 2013)

### Beliefs

Belief structures that influence the processing of information about stereotyped groups and their members.

(Jost & Hamilton, 2005)

### Stereotype

“A stereotype is sustained by selective perception and selective forgetting” (Aalport 1954, p. 200).

Stereotypes are "socially-supported, continually revived and hammered in, by our media of mass communication"

Definition of prototype also considered to be "a generalized mental representation of the ideal member of a category” (Jost & Hamilton 2005, p. 211).

(Aalport 1954; Jost & Hamilton 2005)

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**References**


Authors. (2013a). *Journal of the American Society for Information Science and Technology*.


