

Norms, Values and Beliefs

Socialization refers to the **processes** through which we **learn** how to be members of our society. There are several ways that socialization occurs. Socialization largely happens unconsciously, or below the surface of our cultural iceberg.

From birth, our families play a primary role in instilling values and beliefs, and shaping the way we come to believe that certain behaviours are more acceptable than others.

- Educational institutions further socialize us in powerful ways as well. We are taught to value certain subjects over others. We are taught certain groups' stories, while others' are left out.
- We are also socialized by the media we follow, and even things like standards of beauty are manipulated through ads and through characters that are portrayed a certain way.
- Socialization happens in many ways, through all the various relationships we have with people and institutions. We are socialized as individuals and as groups
- Over time the shape of the iceberg will change with shifting tides. While some of the more visible representations of culture might shift in response to changing sentiments.
- The values and beliefs that underpin our deepest cultural assumptions can be the hardest to shift as they operate beneath our conscious level of thinking, often remaining largely unexamined.