

# ASKING CULTURAL QUESTIONS

Is any religious group likely to be offended by the product?

Is any ethnic group likely to be offended by the product?

Is the product likely to offend on the grounds of gender?

Is the product suitable for the age group at which it is targeted?

Does the product encourage the maintenance of traditional cultural values or traditions, e.g. festivals, dress?

Or might it mean the loss of some traditional values or skills, e.g. home cooking?

Traditions can be regional, national or international.

Is the product appropriate for the society in which it will be used?

Does the product encourage understanding of different values and cultures?