

## Research Article

# A Worldwide Continent-Oriented Cultural Behavior Analysis Based on Geographical Location

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**Abstract**— Cultural behavior is the individual behavior related to culture. This paper presents a worldwide cultural behavior analysis based on geographical location. Initially, the author presented general global cultural characteristics using global maps to compare religion, music, and food with physical location. Later, the paper presents a case study to compare the Brazilian, American, Swedish, and Portuguese populations, development, language, education, and professional behavior. Finally, there is a deeper multifactor cultural behavior analysis that considers the countries of each continent. The author observed culture sharing between the American continents and Australia from the world chart analysis. Cultural knowledge is essential for adequate behavior and crucial to avoiding misunderstanding, prejudice, and crimes. Cultural know-how may also lead to clear, effective, and efficient communication, contributing to social and emotional intelligence.

**Keywords**— Cultural behavior, geographical location, Brazil, U.S., Sweden, Portugal

## 1. Introduction

Cultural behavior is individual behavior related to its culture. Understanding one's culture makes it possible to relate adequately to another individual. This includes understanding, respecting, and interacting with others, considering their characteristics. [1], [2]

According to ONU, the world has a giant territory of 510 million km<sup>2</sup>, with seven continents, 193 countries, and 2.5 million cities, as shown in Figure 1. [3], [4]



Figure 1. World Continents.

In this way, there is a plurality of physical and cultural diversity. For example, each country and continent has its manner, music, food, and language. Figure 2 shows the world's physical diversity. [1], [2]



Figure 2. World Physical Diversity. [5]

The world's population reached 8 billion in 2023. Figure 3 shows the number of people per country in 2023.

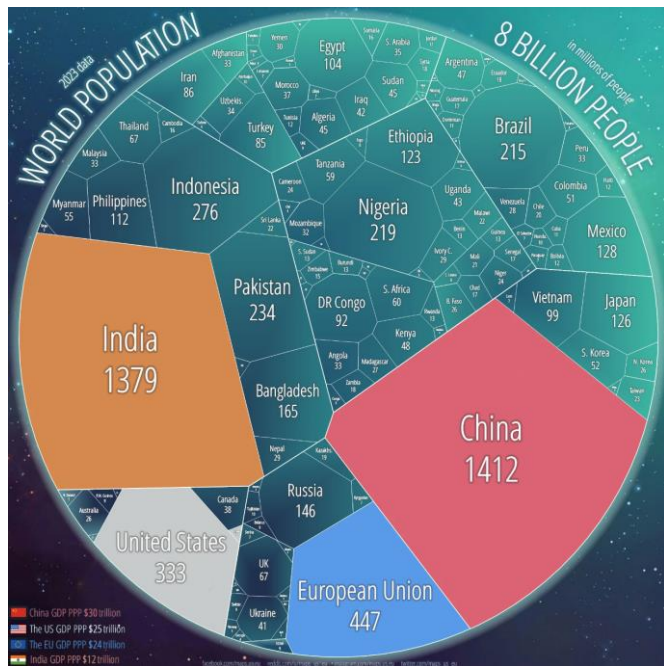


Figure 3. World Population by Country. [6]

India and China are the countries with the highest number of people. India surpassed China in 2023 with 1.428 billion people. [7] European Union had 447 million people, the United States had 333 million people, and Indonesia, Nigeria, and Brazil had about 200 million people each in 2023.

This paper presents a worldwide cultural behavior analysis based on geographical location. It compares the cultural behavior of each continent based on religion, music, food, language, and education.

Knowing cultural behavior is crucial because without knowing other cultural characteristics such as laws or religion, one may act strange, surprised, and unsuited to another country's culture. This may lead to relationship misunderstanding, prejudice, and conviction for crimes. [2], [8]

The paper's importance is contributing to cultural behavior knowledge by presenting cultural aspects of each country. By reading this paper, one may be more prepared to relate to another culture and people assertively, understand the importance of learning about different cultures, and avoid inadequate behavior.

## 2. Materials and Methods

Initially, the author visited 26 countries, lived in 4 countries, observed and interacted with their culture, and reflected. Later, the author studied the general concepts of cultural behavior, geography, and cultural characteristics to find map representations and geographical data of countries, people, and continents. World general data was presented and explained using numbers and locations appropriately.

Then, the author conducted a literature review considering land, people, religion, music, and food. Using world maps, the author compared these aspects according to geographic characteristics. The author analyzed the cultural characteristics of countries and continents based on religion, music, and food.

Later, the author made a case study comparing Brazil, the United States of America, Sweden, and Portugal cultural and geographical general characteristics. The author also performed a similar cultural analysis as the one presented before.

The author presented an overview of each country's characteristics, including population, development, language, and main characteristics. Then, he presented education and professional behavior.

Then, the author presented the results and discussion of the paper. He related the world origins, people, social development, population, language and communication with the four countries selected in the case study. Finally, the author presented the conclusions.

## 3. World General Culture

Culture is a multifactor topic that depends upon several factors. A country's culture depends on geographical location, climate conditions, type of colonization, biological conditions, land conditions, city infrastructure, and others.

The author visited Brazil, Paraguay, Uruguay, Argentina, the United States of America, the Bahamas, Portugal, Spain, Italy, France, Switzerland, Germany, Hungary, Belgium, Monaco, the Vatican, England, Scotland, Ireland, Ston, Finland, Denmark, Sweden, the Netherlands, Austria, and Chile. Figure 4 shows these countries.

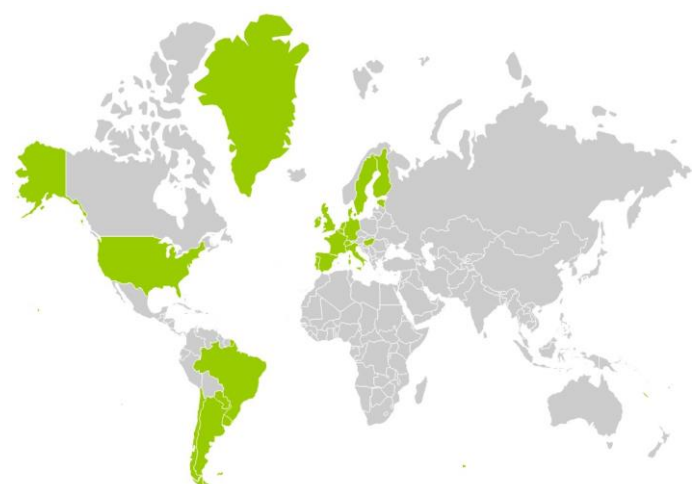


Figure 4. Countries Visited by the Author. Source: Own authorship.

Based on the author observation and literature review, this section will examine the relationship between religion, music, food, and geographical location. [2], [9], [10]



### 3.1. Religion

Figure 5 shows the distribution of religion across the globe.

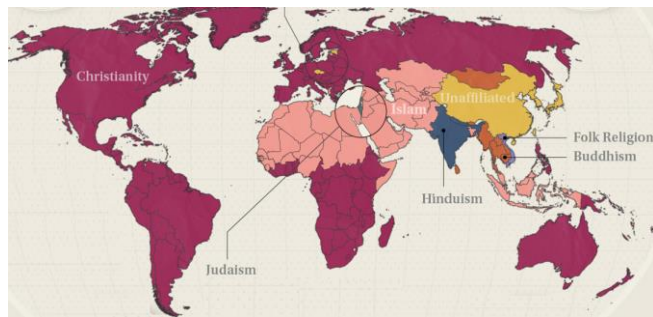


Figure 5. Religion Distribution Across the Globe. [11]

Christianity is found in North America, South America, Europe, Russia, some southern African countries, and Australia. Islamism is found in northern Africa, the Middle East, and southern Asia. Judaism is found in Israel. China and Japan have unaffiliated religions. Hinduism is found in India, and Buddhism is found in southern Asia.

In the U.S., the most common form of Christianity is Protestantism. In Brazil, it is Catholic Christianity. Some Americans and Brazilians also share a Judaism culture. Christianity in Western Europe is also Protestantism. But in Russia and Eastern Europe, Christianity is Orthodox.

### 3.2. Music

There is a higher variation in the music genres listened to throughout the globe. Figure 6 presents the music genres listened to in each region of the globe.

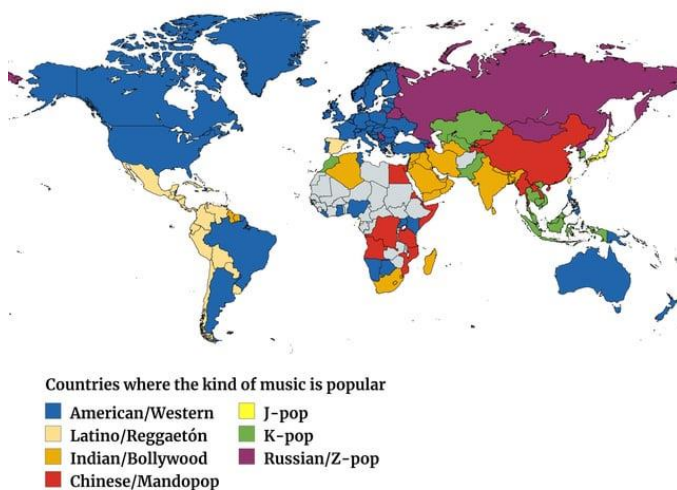


Figure 6. Music Distribution Across the Globe.

North America, Australia, Brazil, and Argentina listen to American and Western music. American music listened to is most pop, rock, or electronic music sung in English. The music uses traditional band instruments such as guitar, bass, keyboard, drums, or electronic effects produced on a computer.

American Western music is called country. Brazilians listen to their Western music, Sertanejo. It is like country music but sung in Portuguese.

Central America and other southern American countries listen to Latino and Reggaeton. This music mixes guitar chords with electronic music, generally sung in Spanish.

In India and the Middle East, people listen to Indian and Bollywood music. In China and some parts of Africa, people listen to Chinese or Mandopop. In Japan, people listen to J-pop; in Russia, they listen to Z-pop; and in Korea and some parts of Asia, they listen to K-pop.

### 3.3. Food

Figure 7 presents the types of food eaten in each region of the globe.



Figure 7. Food Distribution Across the Globe.

Climate conditions influence the cultivated food of each region on the globe. Brazilians make traditional food from meat, chicken, pork, or fish with rice and beans. Rice can be cultivated in warm countries. Brazilians also eat food from other countries, like America and Asia, generally adding fat and sugar. [12]

Proteins, for example, vary between cow, pork, and fish depending on whether the country produces cow or pork and is close to the beach.

On the other hand, in northern Europe, rice does not survive in cold weather. Therefore, the carbohydrate eaten there is potatoes. They also eat pork and fish. Italy is famous for having flour-based doughs like pizza and pasta.

In the United States of America, people eat a lot of pizza, burgers, French fries, and food from other countries, such as Asian and Mexican food.

Mexicans make traditional dishes from wheat flour, meat or chicken, rice, and beans. Some of the traditional Mexican dishes are burritos, tacos, quesadillas, and flour chips. Eastern Asians cook food mainly based on rice and fish.

## 4. Study Case

The author has lived and studied in Brazil, the United States of America, Sweden, and Portugal. Figure 8 shows the flags of these countries. In this section, the author will compare the cultural aspects of these countries based on the author experience and literature review.



Figure 8. Flags of the countries compared in the Study Case.

Source: Own authorship.

The parameters analyzed will be social aspects, population, development, language, education, and professional behavior. Table 1 shows the selected countries' general characteristics.

Table 1. Study Case Countries General Characteristics

	Brazil	U.S.	Sweden	Portugal
Population (millions)	200	340	10	10
Development	Medium	Top	Top	High
Language	Portuguese	English	Swedish	Portuguese
School	Public and Private	Public and Private	Public and Private	Public and Private
University	Public and Private	Public and Private	Public	Public and Private

Source: Own authorship.

4.1. Brazil

Brazil has a population of approximately 200 million people and a vast biodiversity of plants and animals. It has one land called Amazonia, in the north of the state, where most of its biodiversity is located. When compared to the U.S., Sweden and Portugal, it has a medium level of development.

The Brazilian official language is Portuguese. Portuguese has many words and comes from Greek and Latin radicals. Therefore, it is tough to learn and speak.

Regarding education, Brazil has private and public schools and universities. Brazilian Private schools and Universities are typically way cheaper than American ones. The university develops a culture of research. We can see this because professors must publish research articles to advance their careers.

Regarding professional behavior, people generally mix personal and professional aspects. Therefore, many people bring up personal issues in their work. In this way, it is common to hear about soccer or T.V. shows during working hours inside a company.

4.2. The United States of America

The U.S. is very well-developed with a population of 340 million. It has modern architecture, advanced technology, and network infrastructure. The country develops and uses high-quality electronic devices like computers and cell phones.

The language spoken in the U.S. is English. English has less grammatical variations than Latin languages. Therefore, it is a straighter language.

Regarding education, the U.S. has public and private schools and universities. Private universities have very high education quality, infrastructure, and services. In contrast to Brazil, the university culture is oriented towards patent development and innovation.

Regarding professional behavior, Americans generally do not mix personal and professional aspects. In this way, they do not bring many personal issues to the workplace. Instead, they focus on work content.

4.3. Sweden

Sweden is a very well-developed country known for excellent social and quality of life indexes. It is located in the very north of Europe and, together with Finland, Norway, and Denmark, is part of the Scandinavian countries.

Sweden is a very cold country. During the winter, the temperature can reach -20 Celsius. Its population is approximately 10 million. Although Sweden has high taxes, it provides its citizens with good public health, education, and infrastructure.

European Northern countries, like the Scandinavian ones, the ones from the United Kingdom and Germany, are generally more economically and socially developed than the European Southern countries.

Swedish is the language spoken in Sweden. It is very hard to learn and speak. It is spoken only by Swedish people. Sweden has public and private schools and publicly funded universities. Swedish people are known as very introspective.

4.4. Portugal

Portugal is a developed country located in the south of Europe. However, it is less developed than European northern countries. It has a population of approximately 10 million people. Portugal is a historic country famous for its navigation findings during 15<sup>th</sup> century.

The language spoken in Portugal is Portuguese, the same as the one spoken in Brazil. However, Portuguese people are known for having straighter conversations than Brazilians.

Portugal has good-quality public and private schools and universities. Regarding professional behavior, Portuguese people do not often mix professional content with personal ones.

5. Results and Discussion

This section will analyze each country's geographical and general cultural aspects presented before to explore a deeper relationship between culture and cultural behavior.

Brazil is crossed by the Ecuador line, and therefore, it is a warm country. People there are sometimes also referred to as warm because of Brazilian people's kindness and hospitality. Brazil is also known as the country of soccer because it has won 5 times the Soccer World Cup.

Brazil follows parts of American culture, such as music, consumerism, and food. Generally, American culture is adapted to Brazilian economic and territorial conditions and mixed with Brazilian original culture.

One phenomenon that is becoming popular in Brazil is called "Brain Escape." Brain Escape refers to the migration of

Brazilians to other countries seeking higher wages because the Brazilian minimum wage is only about 300 dollars. [13] This phenomenon has been adjusted and replaced by home office work. In this way, Brazilians work from Brazil, serving another country via the Internet.

The "Brain Escape" phenomenon has been happening for young people in Portugal too. Portuguese companies do not pay high wages, so Portuguese people have been migrating to northern European countries seeking better working conditions. [13]

Country culture also depends on the relationship between the population and other countries' cultures.

Regarding origins, European Northern countries, like England and Sweden, have a cosmopolitan culture because they receive many immigrants. The U.S., on the other hand, does not receive many immigrants. It has strict immigration laws. Therefore, the U.S. sticks to its traditions and has a closer culture. U.S. holidays follow Christian celebrations. Before its colonization, Brazil had indigenous living in the territory. Afterwards, Brazil had an exploration colonization by Portugal and other European countries, like the Netherlands and England. The Europeans also brought enslaved Africans. [14] Therefore, Brazil has a mixed culture and traditions.

Regarding development, European countries like Sweden and other Scandinavian countries are very well-developed. They have a high minimum wage and few violence and crimes. In these countries, there is a small natality but good life expectation. Scandinavian countries are known for the high quality of life delivery.

The U.S. is very well developed too. In the state of California, there is the Silicon Valley, where huge world tech companies like Amazon, Apple, and Google are located. This place is known for innovation and high-tech development. Some countries with less economic development, like Brazil and India, have high natality and lower life expectations. They also suffer from severe problems like hunger, violence, and political corruption.

Regarding population, countries with a higher population have a more dynamic way of life. Many cities in Brazil, India, and the U.S. have a high population density. Some cities in Brazil that grew fast, without proper land planning and lack of adequate infrastructure, today suffer urban problems.

Another consequence of the urban disorder in Brazil is the popular construction of *Favelas*. *Favelas* are poor communities built inside or outside urban cities with precarious conditions.

Regarding language, language construction impacts meaning, thinking, understanding, and brain activity. [15] The Portuguese spoken in Brazil has the same root words as those spoken in Portugal, with a few different words. However, there is a vast difference between the accents spoken in each country. Therefore, sometimes Brazilians and Portuguese people cannot understand each other.

In Portuguese or Spanish, for example, because of the high number of words and grammatical variations, it is possible to generate more accurate and descriptive phrases. Using these languages, the adjective comes after the noun. On the other hand, in English, the adjectives come before the noun. Therefore, the brain processes the languages in different ways. Because of that, learning and speaking different languages can change comportment and generate neuroplasticity. The English spoken in the U.S. is the same as the one spoken in the United Kingdom. The difference between them is also the accent. However, the accent difference is smaller than the Portuguese accent difference between Brazilians and Portuguese people. Therefore, English and Americans can easily understand each other. Regarding communication, European countries and the U.S. are known for having more assertive communication. Conversely, Brazil is known for having more passive communication.

Analyzing the world charts presented, the author observed that North America, Central America, South America, and Australia share aspects of religion, music, and food. The Asian and African continents have varied aspects.

Thus, culture is peculiar to each individual and depends on many factors, such as colonization, language, economic, and social aspects. Understanding other cultures is important for relating to other individuals in convenient ways. This makes cultures compatible and avoids misunderstandings like unwanted jokes.

Understanding the other person's culture also makes communication clear, effective, and efficient. This generates brain activity, increases productivity, and contributes to social and emotional intelligence.

## 6. Conclusions

Cultural behavior refers to people's conduct and acts modeled by their culture. The world has a long territorial land and many people. Therefore, there is a high individual culture variation throughout the globe.

This paper presented general global cultural characteristics using global maps, a case study of four selected countries, and a cultural behavior analysis based on geographical location.

Initially, the author compared world religions, music, and food based on geographical location. Christianity is followed in most continents, including the American continents, Australia, and Africa. Islamism is the second most followed religion in the world.

Regarding music, American continents, Europe, and Australia listen most to American and Western music. Asian countries listen more to music made in their own country.

Regarding food, each country has its traditions. Many of the dishes made in each country depend on the plant growth and

food produced in each climate condition and geographic location.

Then, a study case compared population, development, language, education, and behavior between Brazil, the US, Sweden, and Portugal. Brazil and the U.S. have high populations, while Sweden and Portugal have small populations. The U.S. and Sweden are more developed and have better economic and social indexes. Portugal is well developed, too, but not as much as Sweden and the U.S.. Brazil has good economic indexes but bad social ones. Regarding language, Brazil and Portugal speak harder languages with more words and grammatical variations than the U.S.

Regarding education, Brazil, the U.S., and Portugal have public and private schools and universities. Sweden has public and private schools and publicly funded universities. Regarding professional behavior, Brazil mixes personal and professional content. The US and Portugal do not mix them. Therefore, Cultural behavior depends on colonization, language, music, food, population, development, education, geographical location, economic, and social aspects. From the world chart analysis, the author observed a culture shared by North America, Central America, South America, and Australia.

Thus, Cultural knowledge is essential for adequate behavior and crucial for avoiding misunderstandings, prejudice, and crimes. Cultural knowledge also leads to clear, effective, and efficient communication, contributing to social and emotional intelligence.

#### Future Scope:

This paper focused on the American and European continents. In the future, the author plans to study and analyze more Asian and African continents. He also plans to travel to Asia soon to learn more about Western culture. Therefore, future work may include more content about these continents.

#### Conflict of Interest

The author states that in this article no conflicts of interest are present.

#### Data Availability

All data used in support of this paper are available in the text of the article.

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The author provided all the funding sources.

#### Authors' Contributions

Marcelo Moreira completed all the paper development stages, including literature research, methodology, and writing.

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