

# The Beta Culture

## OVERVIEW:

- You are a capitalist society, and you put great emphasis on wealth accumulation.
- This is a very individualistic culture that values the person over the group. You want to get ahead and work hard to get there, no matter what the cost.
- There is no hierarchy in the Beta culture. Everyone is equal, including the genders.

## GREETINGS & SMALL TALK:

- Greet each other with a nod of the head.
- You do not like to talk about the family or how much wealth people have. In a group, Betans like to talk about work.
- You do not like to stand close when talking or to be touched, especially on the shoulder. This is a huge insult. Betans will not do business with anyone who touches them on the shoulder and they will tell other Betans not to do business with them.
- When any person joins a group, he or she is readily welcomed into the conversation.

## TRADING:

- You measure a person's value by how well he or she performs in the marketplace, but you think that it is impolite to show how much wealth you have to others. You NEVER discuss your wealth.
- You are familiar with the Alphan culture, and you are very interested in obtaining their "clips." You also like to trade something similar called "clasps."
- Betans have a special trading language which they use with ANYONE who wants to trade. It means, "Can I have # of those?" as following (point to what you want):
  - *Ba* – one
  - *Ba Fá* – two
  - *Ba Fá, Ba* – three
  - *Ba Fá, Ba Fá* - four