People are alike in many ways and different in many ways. Cultural beliefs strongly influence the values and behavior of the people who grow up in the culture, often without their being fully aware of it. Responses to these influences vary among individuals.

Each culture has distinct patterns of behavior, usually practiced by most of the people who grow up in it. What is considered to be acceptable behavior varies from culture to culture and from one time period to another, but there are some behaviors that are unacceptable in almost all cultures, past and present.

Technology, especially in transportation and communication, is increasingly important in spreading ideas, values, and behavior patterns within a society and among different societies. New technology can change cultural values and social behavior.

Rewards and punishments vary widely among, and even within, different societies. People can learn from each other by telling and listening, showing and watching, and imitating what others do.

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