

**Figure 5.5:
Character Trait Association**

Trait	Description	Association	Negative, Positive, or Neutral	How This Might Influence Cultural Acceptance
Example: Swag	Urban cool or ghetto cool, masculine	Usher; my bestie's boyfriend	Can be positive as in Obama's walk, negative as in gang movie characters, or somewhere in between	There can be something dangerous about that kind of almost bad-boy aura; it could be in an attractive or threatening way. It may affect acceptance and things like police interaction outcomes.
Example: Intelligence	Academic acumen; braininess		Often seen as a positive but might also be viewed as negative, that is, being seen as a know-it-all	
Loudness				
Athleticism				
Sassiness				
Quietness				

Trait	Description	Association	Negative, Positive, or Neutral	How This Might Influence Cultural Acceptance
Difference				
Bossiness				
Aggressiveness				
Liveliness				
Eloquence				
Nerdiness				