

# Can the goldfish see the water?

A critical analysis of good intentions in cross-cultural practice

Bruce Ferguson  
Pip Ferguson  
September 2010



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# Angel or Devil?



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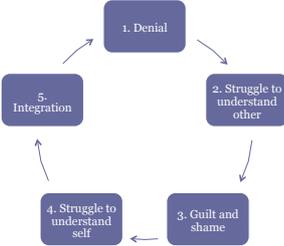
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**Figure 1: Cycle of white awareness (Ryde, 2009, p.50)**

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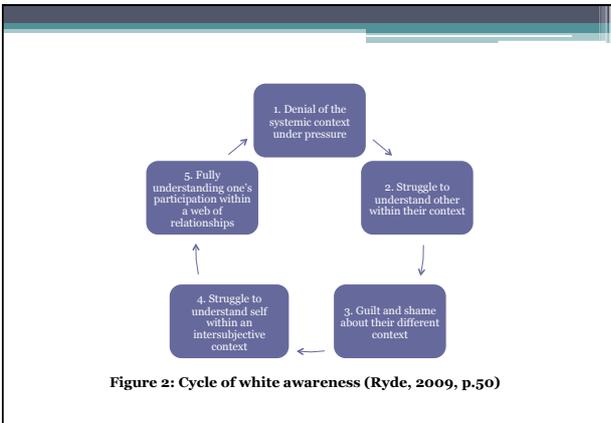
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- ### Suggestions for Improvement
- Self-scrutiny
  - Informed guidance
  - Querying systems
  - Helping when asked
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