

Long-term vs short-term orientation

- What do these terms mean to you?

Hofstede says:

Long-term orientation deals with how people think about change in the world.

In a long-term-oriented culture, people feel that the world is in flux. Preparing for the future is always needed.

In a short-term-oriented culture, the world is does not change much. The world is essentially as it was created. The past provides a moral compass. We must always follow that compass.

- 1. What do you think of those definitions?
Do they make sense to you?**
- 2. Would you describe your national
culture as short-term or long-term
oriented? Can you give examples?**
- 3. How does this relate to:**
 - a. How people think about life**
 - b. How religious people are**
 - c. Beliefs about the importance of
education?**

Hofstede's map: do you agree?

Short-term orientation (Monumentalism) – Long-term orientation (Flexhumility) World map (based on WVS)

