

Understanding Cultural Dimensions: 3rd Culture Expertise at Work

Hofstede (1973) established 4 (then later 2 more) “cultural dimensions” All six are as follows:

Individualism/Collectivism – the extent to which people prefer a loosely-knit social framework in which individuals are expected to take care of themselves and their immediate families or a tightly-knit framework wherein individuals can expect their relatives or members of a particular in-group to look after them in exchange for unquestioning loyalty. A society's position on this dimension is reflected in whether people's self-image is defined in terms of “I” or “we.”

Power distance – the extent to which people in societies accept, or do not accept, a hierarchical order in which everybody has a place and which needs no further justification.

Masculinity/femininity – the extent to which a society is competitive (masculine) or cooperative (feminine).

Uncertainty Avoidance - the extent to which the members of a society feel uncomfortable with uncertainty and ambiguity. The fundamental issue here is how a society deals with the fact that the future can never be known. A society high in uncertainty avoidance tries to control people's behaviour through rigid codes of belief and is intolerant of unconventional ideas.

Short/ long-term orientation - a fifth cultural dimension (also known as Confucian dynamism) added in 2001. It reflects the extent to which a culture has a dynamic future-orientated mentality and refers to the degree to which a culture encourages delayed gratification of material, social and emotional needs among its members.

Indulgence/restraint – this is a final dimension that was added in 2010. It expresses the attitude of a society to the gratification of natural human drives related to enjoying life and having fun. Restraint stands for a society that suppresses gratification of needs and regulates drives by means of strict social norms.

Your Task: Identify two distinct cultures and analyze them in regard to 4 of the above cultural dimension pairs.

This would include contrasts as well as comparison. Your analysis should be completed in **complete sentences** however you can **have separate section headings for each of the Dimensions** you analyze.

This analysis could include a discussion of **surface** culture elements that emerge from these dimensions as well as a reflection on whether or not this “score” makes “sense” to you; or not.

You also must **RECORD THE QUANTITATIVE SCORES FOR EACH COUNTRY IN REGARD TO EACH DIMENSION YOU INVESTIGATE/COMPARE.**

Use the Country / Culture [ANALYZER TOOL found HERE](#)