Exercise Topic 2.2

Apply the six Cultural Dimensions by Hofstede to a culture of your choice

Hofstede's Cultural Dimensions

6

Power Distance Index (PDI)

High: Acceptance of a hierarchical order in which everybody has a place and which needs no further justification.

Low: People strive to equalize the distribution of power and demand justification for inequalities of power.



Individualism versus Collectivism (IDV)

Individualism: As a preference for a looselyknit social framework Collectivism: Tightly-knit framework in society.



Masculinity versus Femininity (MAS)

Masculinity: Preference in society for achievement, heroism, assertiveness and material rewards for success.

Femininity: Stands for a preference for cooperation, modesty, caring for the weak and quality of life.



Uncertainty Avoidance Index (UAI)

High: Maintains rigid codes of belief and behavior and are intolerant of unorthodox behavior and ideas.

Low: Societies maintain a more relaxed attitude in which practice counts more than principles.



Long Term Orientation versus Short Term Normative Orientation (LTO)

High: Pragmatic approach, they encourage thrift and efforts in modern education as a way to prepare for the future.

Low: Societies prefer to maintain time-honored traditions and norms while viewing societal change with suspicion.



Indulgence versus Restraint (IND)

Indulgence: Societies that allow relatively free gratification of basic and natural human drives related to enjoying life and having fun.

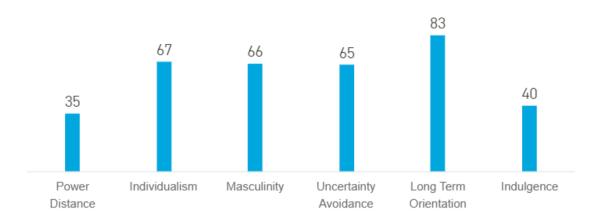
Restraint: Societies that suppress gratification of needs and regulates it by means of strict social norms.



Figure 1: Cultural Dimensions by Hofstede

Source: https://www.skyword.com/contentstandard/beyond-hofstedes-cultural-dimensions-theory-approaching-a-multicultural-audience/

Germany



Source: https://www.hofstede-insights.com/country-comparison/germany/

Power Distance:

- Highly decentralised and supported by a strong middle class, Germany is among the lower power distant countries
- A direct and participative communication and meeting style is common,
- Control is disliked and leadership is challenged to show expertise and best accepted when it's based on it

Individualism:

- German society is a truly Individualist one
- Small families with a focus on the parent-children relationship rather than aunts and uncles are most common
- Strong belief in the ideal of self-actualization
- Communication is among the most direct in the world

Masculinity:

- Germany is considered a Masculine society
- Performance is highly valued and early required as the school system separates children into different types of schools at the age of ten
- Managers are expected to be decisive and assertive
- Status is often shown, especially by cars, watches and technical devices

Uncertainty Avoidance

• Score at the high end, so there is a slight preference for Uncertainty Avoidance

- Systematic overview has to be given in order to proceed
- Reflected by the law system

Long Term Orientation

- Germany's high score of 83 indicates that it is a pragmatic country
- Ability to adapt traditions easily to changed conditions
- Strong willingness to save and invest
- Persistence in achieving results

Restraint

- German culture is Restraint in nature
- A tendency to cynicism and pessimism
- Actions are kind of restrained by social norms and people tend to feel that indulging themselves is somewhat wrong