Project notes

Role: research/dev

Topic for research: determination of hoffstede indices

* Select specific real-world example
  + Ireland/northern Ireland w brexit
  + India/pakistan

<https://www.hofstede-insights.com/models/national-culture/>

PDI (Power Distance Index): high pdi=hierarchical society, low pdi=striving for/preferring more flat social structure

IDV (Individualism): high=individualistic, low=collectivistic

MAS (Masculinity): preference for heroism, assertiveness, materialism, competition. Low indicates a “feminine” society which values cooperation, modesty, caring for others, and quality of life. (also called tough vs tender)

UAI (uncertainty avoidance index): how uncomfortable a society is with ambiguity. High=try to control/predict future, low=just let stuff happen

LTO (long term orientation): how long-term the society prefers to think

IND (indulgence): high=encourage gratification of natural drives to enjoy life, low=suppress these drives

How was it created?

* Analyzed 6 years of data from IBM from over 50 countries (1967-73)
* Subsequent studies have confirmed results, surveying pilots, civil servants, and ‘elites’
* Cant apply this to individuals necessarily—its about a culture