

Parameters

High Context & Implicit

- Hidden information
- Most information is exchanged outside workplace
- A lot of references
- Difficult to know what somebody is talking about
- Difficult to read ; jokes in movies not so obvious
- A lot of metaphors
- Example : France, China

Being-oriented society

- Attribution (what you are)
- Person-oriented
- French people take a lot of tranquilizers

Pessimism

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Monochronism

- Often linked with Low Context
- Deadlines, punctuality
- People are committed to jobs

Emotional & Sensation

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Court society & High Power Distant

- Example : France, China
- A lot of strikes (grèves) in France

Collectivism

- Often linked with HPD

Empiricism

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High Uncertainty Avoidance

- Example : France (State as a "backup") : high control of uncertainty
- Public companies for electricity, water

Masculinity

- Decision makers
- Doing things

Low Context & Explicit

- Because of a lot of immigration, there's a little shared social knowledge
- People say everything
- There's somehow no private life (no shutters at windows)
- Example : USA

Doing-oriented society

- Retribution (what you do)
- Action-oriented
- American people take stimulants

Optimism

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Polychronism

- Time, commitments are flexible
- People get easily distracted
- Committed to relationships

Information-oriented

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Merchant or Tribal society & Low Power Distant

- USA, UK : merchant
- Germany : tribal

Individualism

- Often linked with LPD
- Team spirit and charitable giving, in the USA

Cartesian

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Low Uncertainty Avoidance

- Entrepreneurship
- Example : USA, China
- Private companies for electricity, water

Femininity

- Looking after the others
- Sharing