



# Multimedia Entertainment

(Theory and Practice)

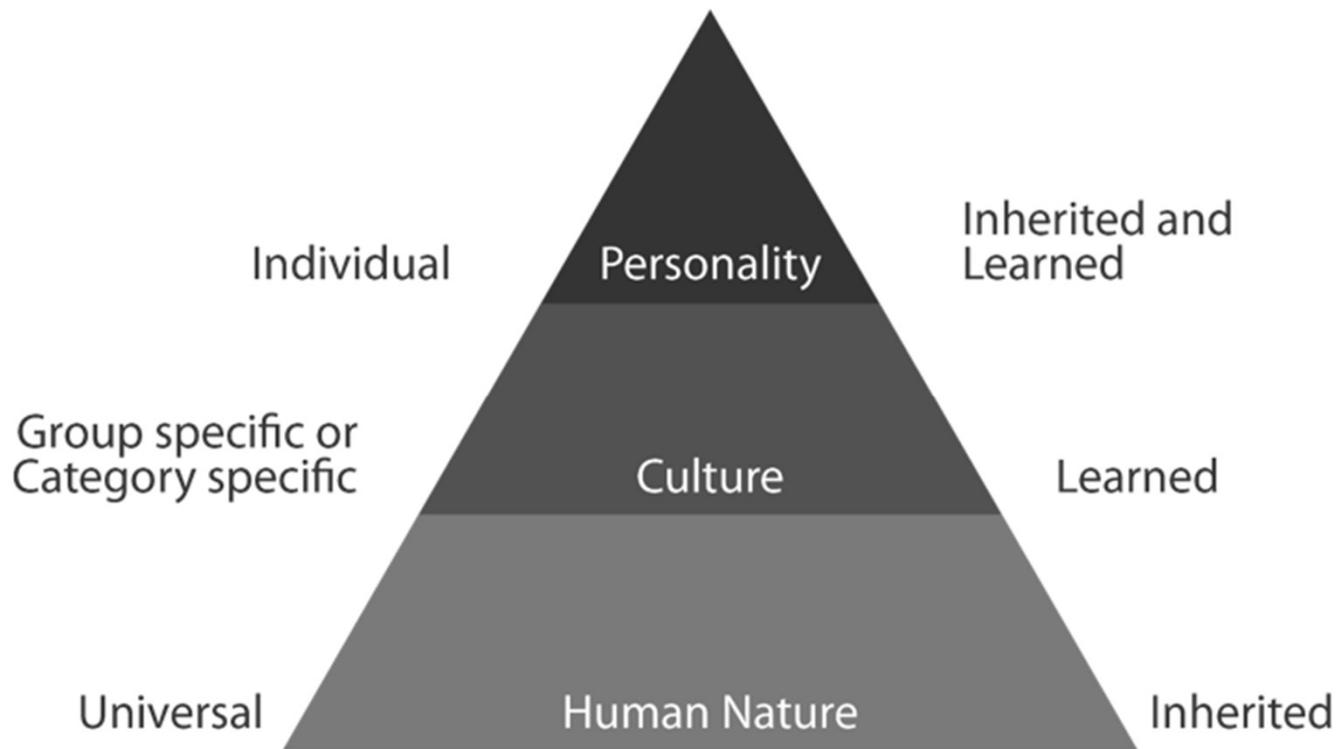
Anthony Kong – MultiMedia Entertainment (Theory and  
Practice) 17/9/2024

# Culture

a concept that encompasses the social behavior, institutions, and norms found in human societies, as well as the knowledge, beliefs, arts, laws, customs, capabilities, and habits of the individuals in these groups. Culture is often originated from or attributed to a specific region or location.

Humans acquire culture through the **learning processes of enculturation and socialization**, which is shown by the **diversity of cultures across societies**.

# Pyramid Model of Culture

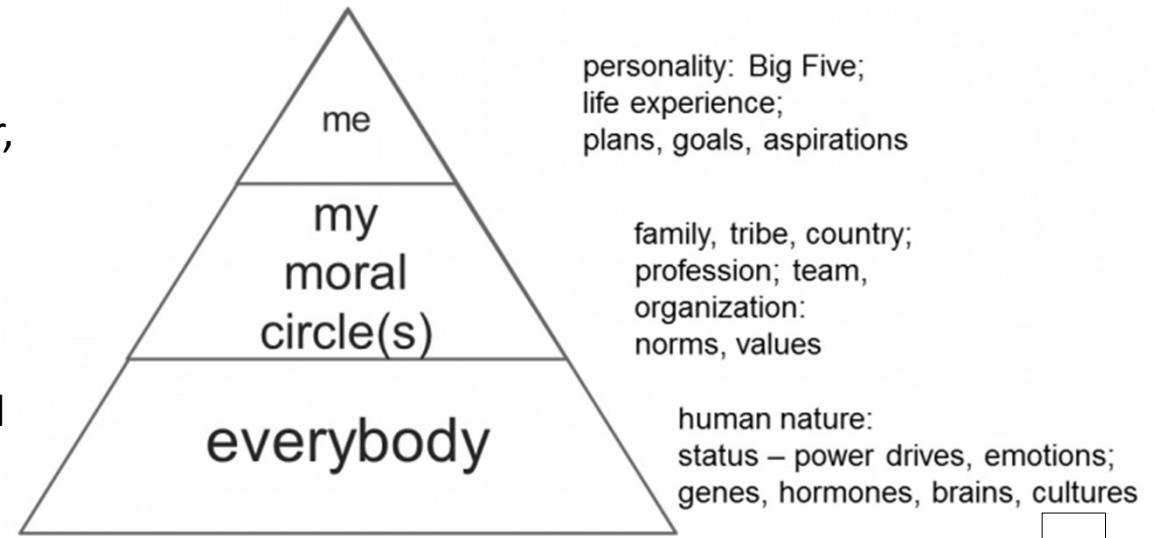


# Me, us, them, and everybody

The various social sciences operate at different levels of analysis. They find different things, just like the earth looks different from an airplane than it does from a footpath, or through a microscope.

In order to understand human social behaviour, we often need at least the three levels in this picture.

1. the individual
2. the group, nexus of we / they dynamics and morality
3. all people, with their shared attributes, including capacity for culture - inevitably created during childhood.





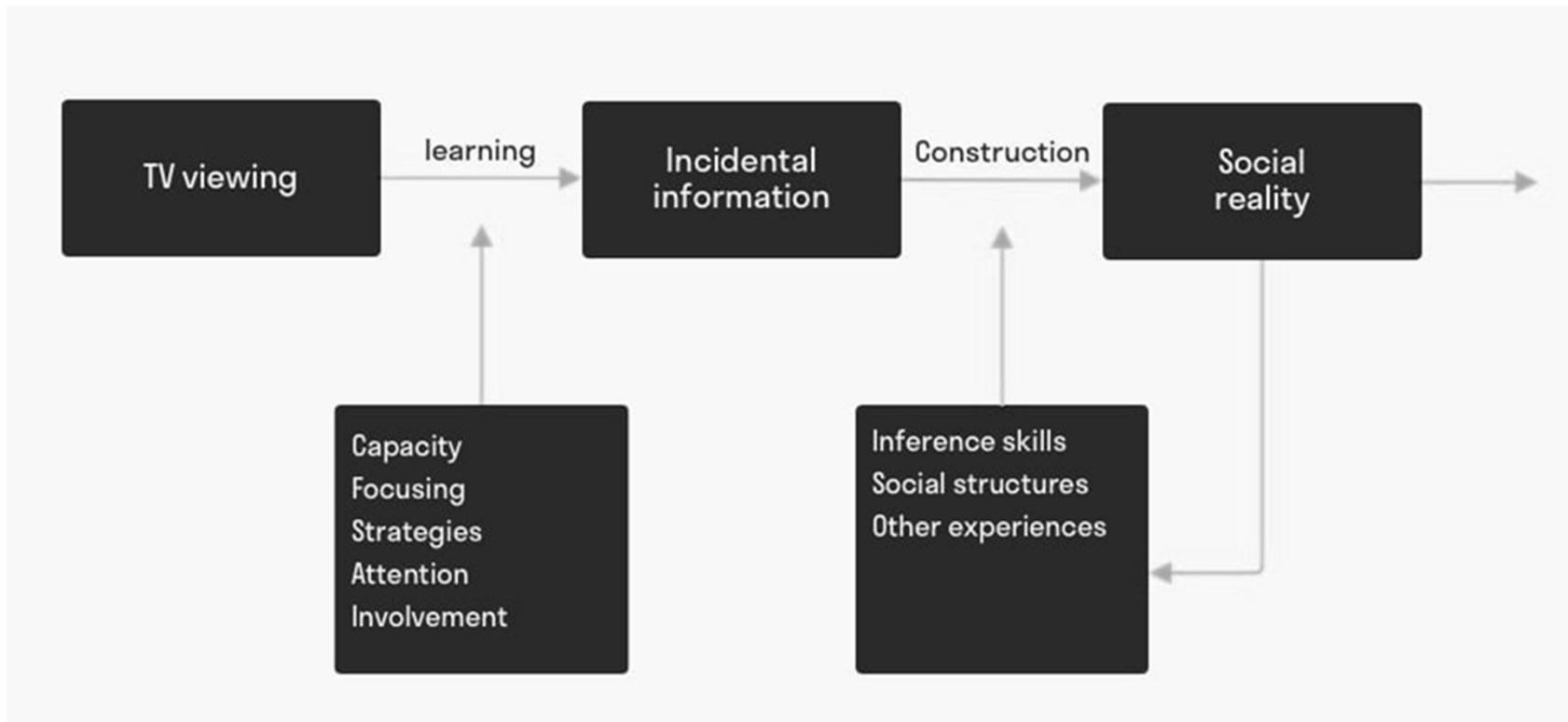
Anthony Kong – MultiMedia Entertainment (Theory and Practice) 17/9/2024



R.C. RUTT

©1996 Pittsburgh Post-Gazette

# Cultivation Theory





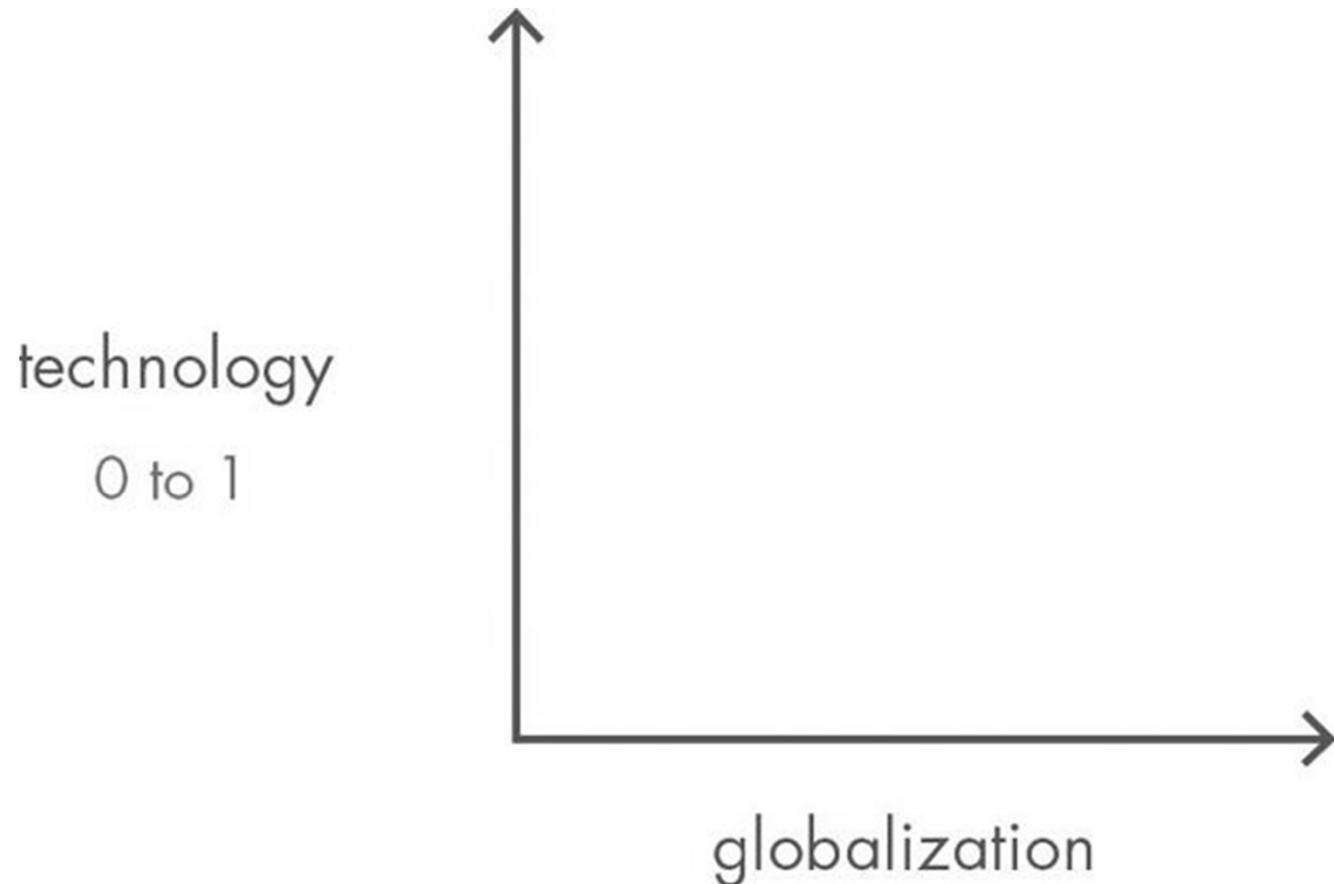
# Cross-cultural research

---

Anthony Kong – MultiMedia Entertainment (Theory and  
Practice) 17/9/2024

# Globalism

- Overall structure of the international system is a starting point of analysis
- Historical development of the world capitalist system enables to understand current inter-state relations
- Particularly interested in the mechanisms of domination
- The destiny of the country is pre-determined
- Economic factors matter most



# Future of work ?

	Supply (of labor)	Demand (for resources)
Globalization (other humans)	Substitution: “The world is flat”	Mimetic consumer competition
Technology (better computers)	Mostly complementary	Machines don't demand: all value goes to people

# Difficulties in Primary international marketing research



Availability of data



Comparability of data



Cultural differences

# Cross-cultural research

- Kluckhohn and Strodtbeck (1961)
- Hall (1976)
- Hofstede's framework (1980)
- Lewis Model (1996)

# Kluckhohn and Strodtbeck Framework

Relation to nature	Activity orientation
Time orientation	Relationships among people
Basic human nature	Space orientation

<b>Values Orientation</b>	<b>Variations</b>		
Relation to nature	Subjugation	Harmony	Mastery
Time orientation	Past	Present	Future
Basic human nature	Evil	Neutral/Mixed	Good
Activity orientation	Being	Controlling	Doing
Relationships among people	Individualistic	Group	Hierarchical
Space orientation	Private	Mixed	Public

Kluckhohn  
and  
Strodtbeck's  
variations in  
values  
orientations

# Hofstede Framework

Individualistic / Collectivistic	How personal needs and goals are prioritized vs. the needs and goals of the group/clan/organization.
Masculine / Feminine	Masculine societies have different rules for men and women, less so in feminine cultures.
Uncertainty Avoidance	How comfortable are people with changing the way they work or live (low UA) or prefer the known systems (high UA).
Power Distance	The degree people are comfortable with influencing upwards. Accept of inequality in distribution on power in society.
Time Perspective	Long-term perspective, planning for future, perseverance values vs. short time past and present oriented.
Indulgence / Restraint	Allowing gratification of basic drives related to enjoying life and having fun vs. regulating it through strict social norms.

# Individualism versus collectivism

- Individualism may be expressed by rebellion against conformity. Individual decisions are valued above group decisions
- In the more collectivist cultures, group interests prevail over individual interests

# Masculinity versus femininity

In masculine cultures, sex roles are sharply differentiated. Some occupations are reserved for men and some for women

In the more feminine cultures, sex roles are less sharply distinguished. Men and women have more equal access to the same jobs at all levels

# Uncertainty avoidance

- This dimension measure how far cultures socialize their members into tolerating uncertainty about the future and ambiguous situations
- Members of cultures with lower needs to avoid uncertainty experience lower levels of anxiety and stress

# Power distance

- The distance between individuals at different levels of a hierarchy
- Employees manage their work according to what the manager wants (high power distance index)
- Children treat parents with respect

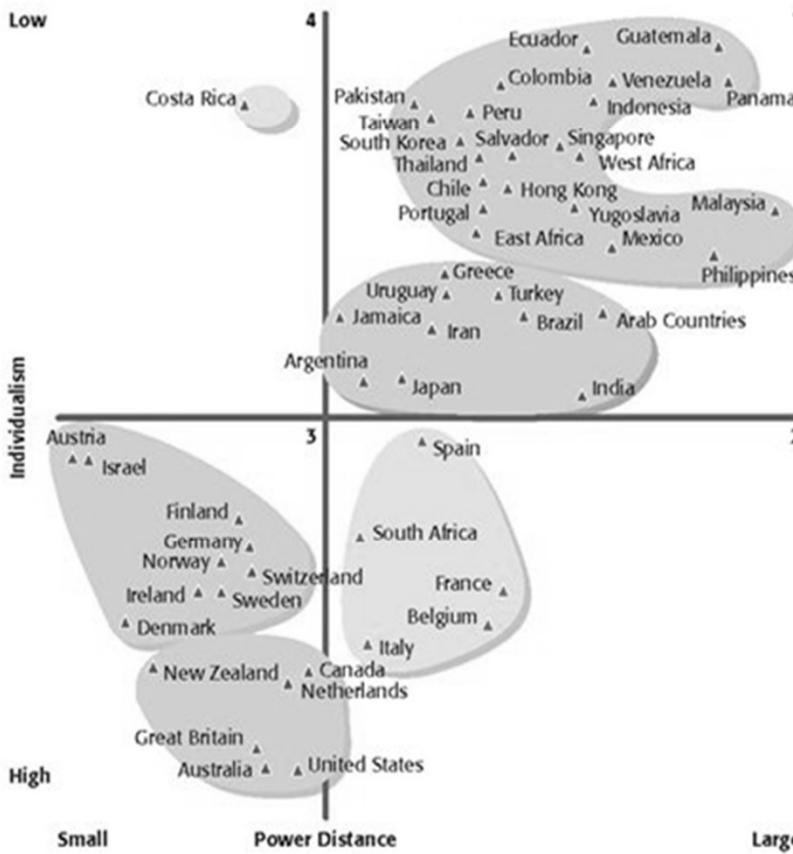
# Long versus short-term orientation

- Cultures with a long-term orientation demonstrate the values of persistence and ordering relationships by status and observing this order
- Cultures with a short-term orientation demonstrate values of personal steadiness and stability

# Indulgence versus Restraint

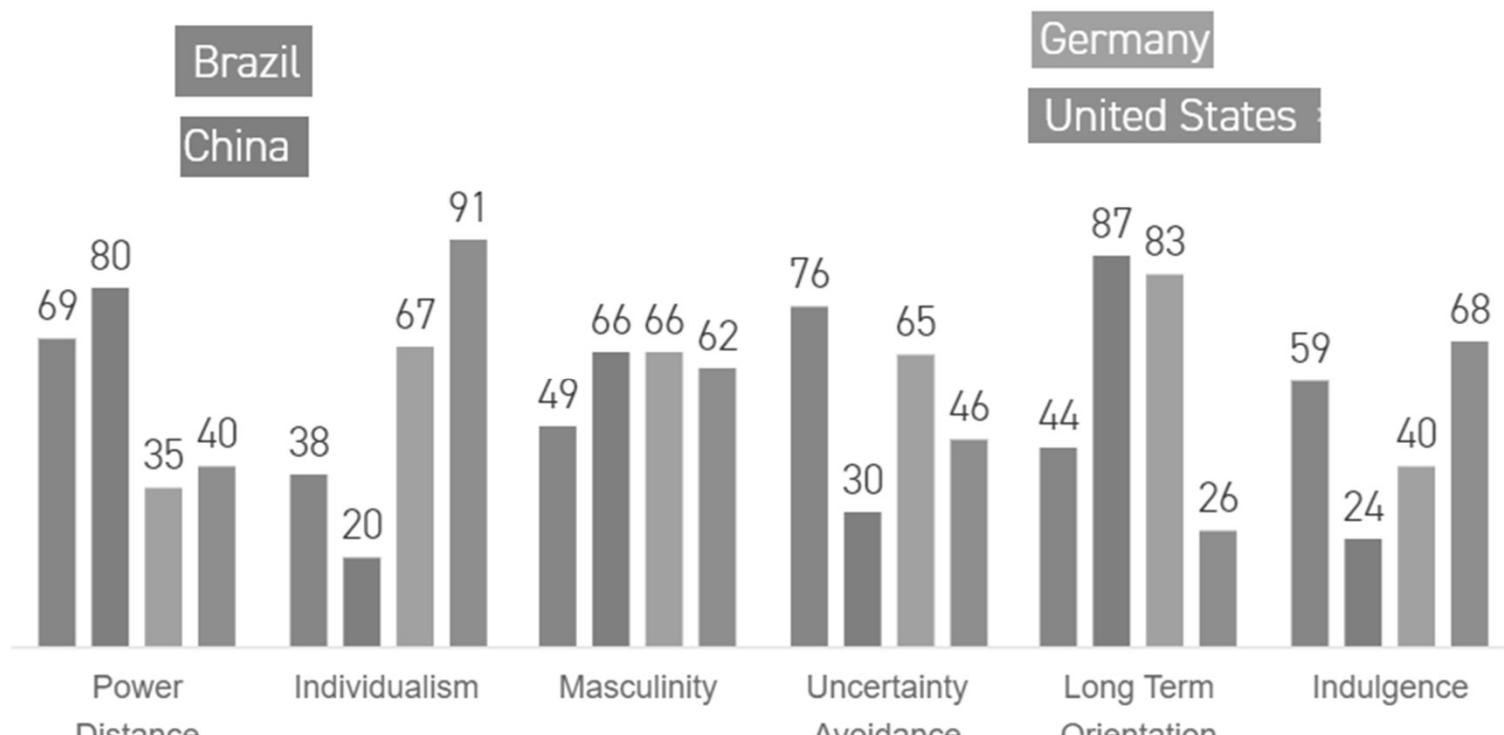
- Indulgent societies allow relatively free gratification of basic and natural human desires leading to enjoying life and have fun
- Restrained societies suppress gratification of needs and regulate it by means of strict social norms

# Power Distance & Individualism vs. Collectivism

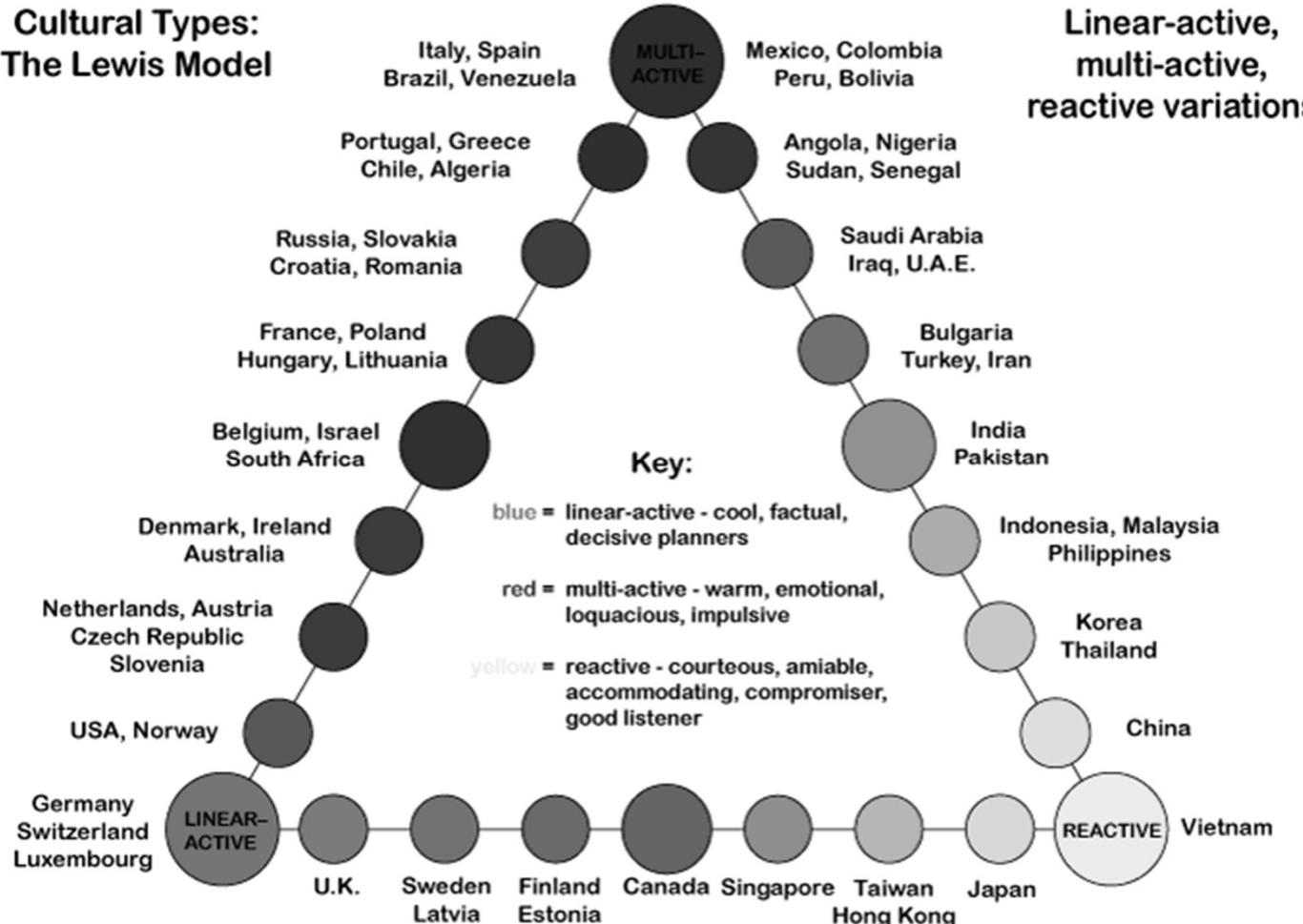


Anthony Kong – MultiMedia Entertainment (Theory and Practice) 17/9/2024  
Source: Geert Hofstede, "The Cultural Relativity of Organizational Practices and Theories," *Journal of International Business Studies*, Fall 1983, p. 82.

# An example of Hofstede's cultural dimensions

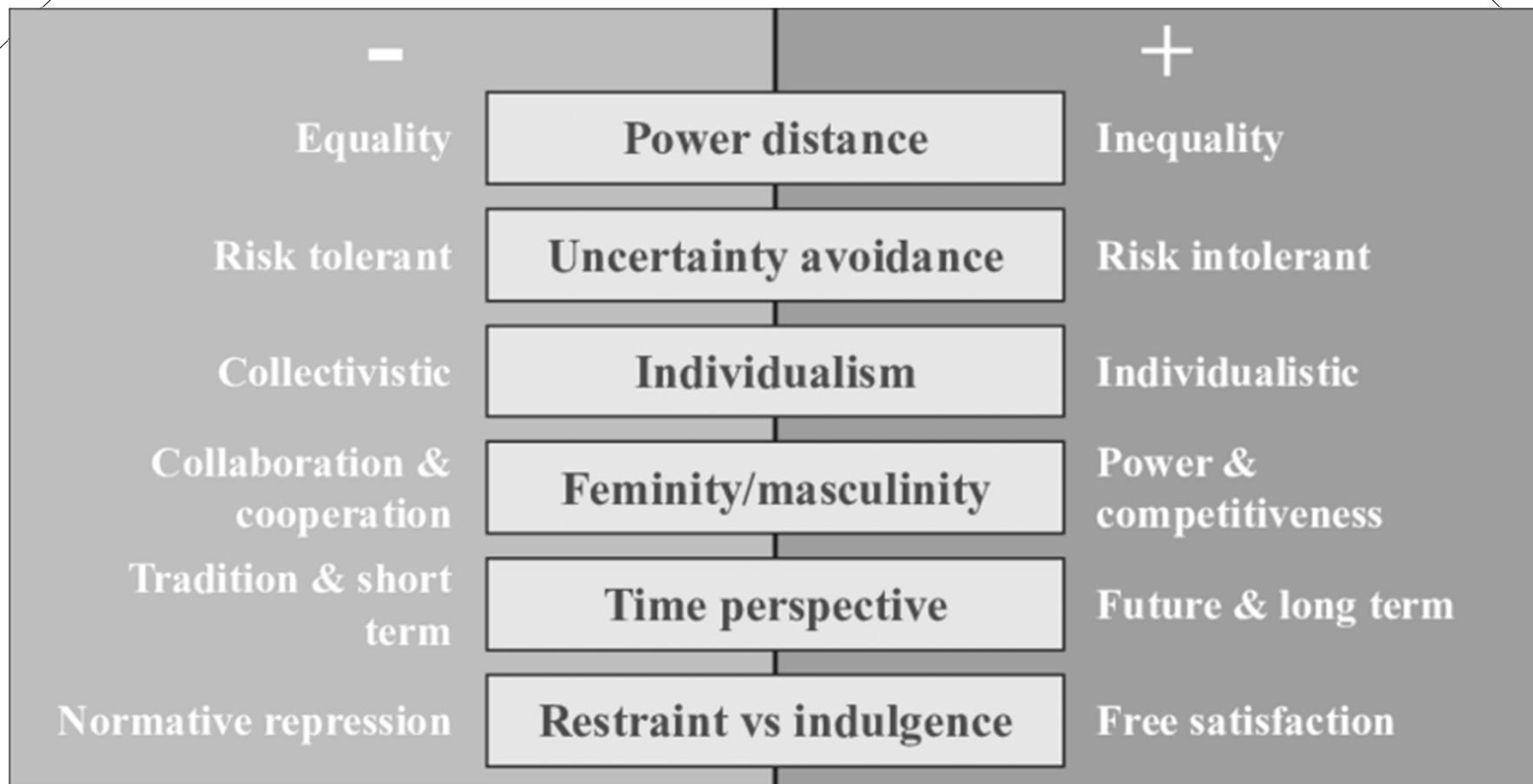


## Cultural Types: The Lewis Model



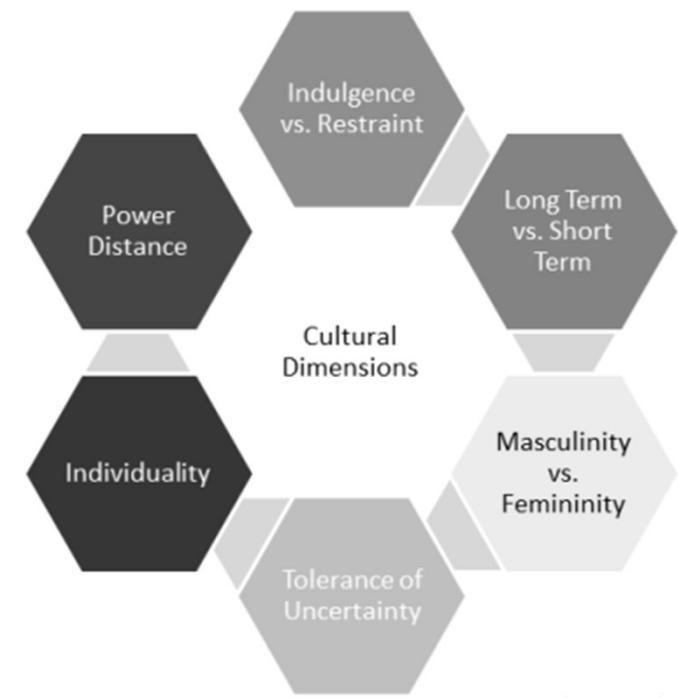
Linear-active,  
multi-active,  
reactive variations

LINEAR-ACTIVE	MULTI-ACTIVE	REACTIVE
Talks half the time	Talks most of the time	Listens most of the time
Does one thing at a time	Does several things at once	Reacts to partner's action
Plans ahead step by step	Plans grand outline only	Looks at general principles
Polite but direct	Emotional	Polite, indirect
Partly conceals feelings	Displays feelings	Conceals feelings
Confronts with logic	Confronts emotionally	Never confronts
Dislikes losing face	Has good excuses	Must not lose face
Rarely interrupts	Often interrupts	Doesn't interrupt
Job-oriented	People-oriented	Very people-oriented
Uses mainly facts	Feelings before facts	Statements are promises
Truth before diplomacy	Flexible truth	Diplomacy over truth
Sometimes impatient	Impatient	Patient
Limited body language	Unlimited body language	Subtle body language
Respects officialdom	Seeks out key person	Uses connections
Separates the social and professional	Interweaves the social and professional	Connects the social and professional



# Hofstede's Cultural Dimensions

- Hofstede's Cultural Dimensions Theory, developed by Geert Hofstede, is a framework used to understand the differences in culture across countries. Hofstede's initial **six key dimensions** include power distance, uncertainty avoidance, individualism-collectivism, masculinity-femininity, and short vs. long-term orientation.



# Values Survey Module

- The Values Survey Module is a **30-item paper-and pencil questionnaire** developed for comparing culturally influenced values and sentiments of similar respondents from two or more countries, or sometimes regions within countries. It allows scores to be computed on six dimensions of national culture, on the **basis of four questions per dimension**: thus, it counts **6 x 4 = 24 content questions**. The other six questions ask for demographic information: the respondent's gender, age, education level, kind of job, present nationality, and nationality at birth.

# Values Survey Module (Cont.)

- VSM is not for comparing individuals.
- The dimensions measured by the VSM are based on **country-level correlations**, between mean scores of country samples. For the same two questions, country-level correlations can be **very different from individual-level correlations**, between the answers by the individuals within the country samples (for a clear explanation see e.g. Klein, Dansereau & Hall, 1994). Individual-level correlations produce dimensions of personality; country-level correlations produce dimensions of national culture. For research results about the relationship between personality and culture see Hofstede & McCrae (2004).

# What is Culture? (Yu, 2020)

## What is Culture?

If art is culture, tradition is culture, religion is culture, food is culture, sports is culture, and even companies have corporate culture, is there really a unified entity as 'culture'? Or has 'culture' been so overused that it is no different to 'thing', emptied of all meaning?

1

Sometimes synonymous with "personality" to refer to beliefs and values. E.g. "This city has a strong commerce culture."

2

Sometimes refers to ethnicity, religion, and society, and their different beliefs and values. E.g. "The people of this city comes from various cultures, including Cantonese, Hakka, and Indian."

3

Refers to style and taste, especially the different modes of everyday lifestyle, work, and leisure. E.g. "This city has a unique food culture."

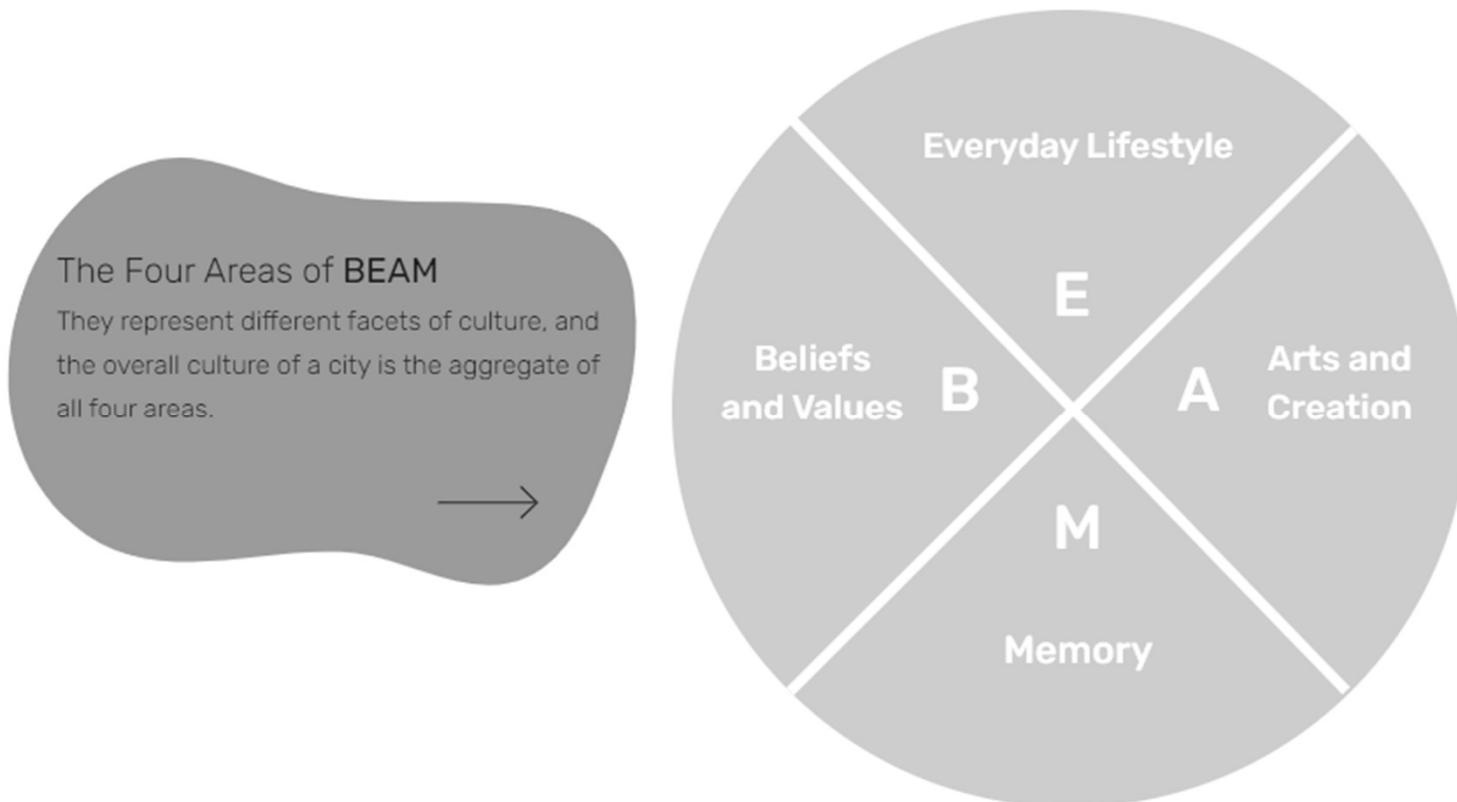
4

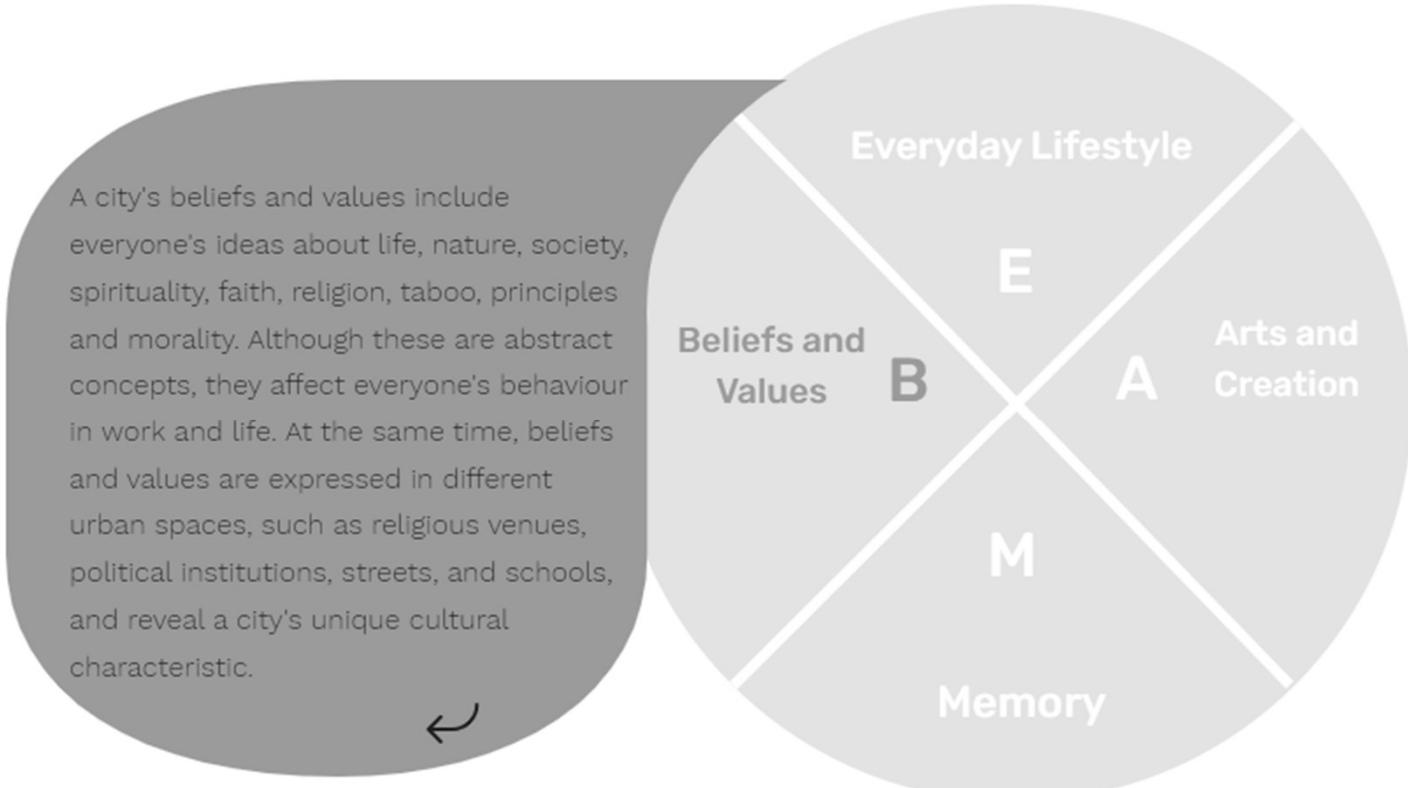
Sometimes refers to tradition and history, otherwise the different ways of preserving memory. E.g. "This city has a culture of ancestral worship."

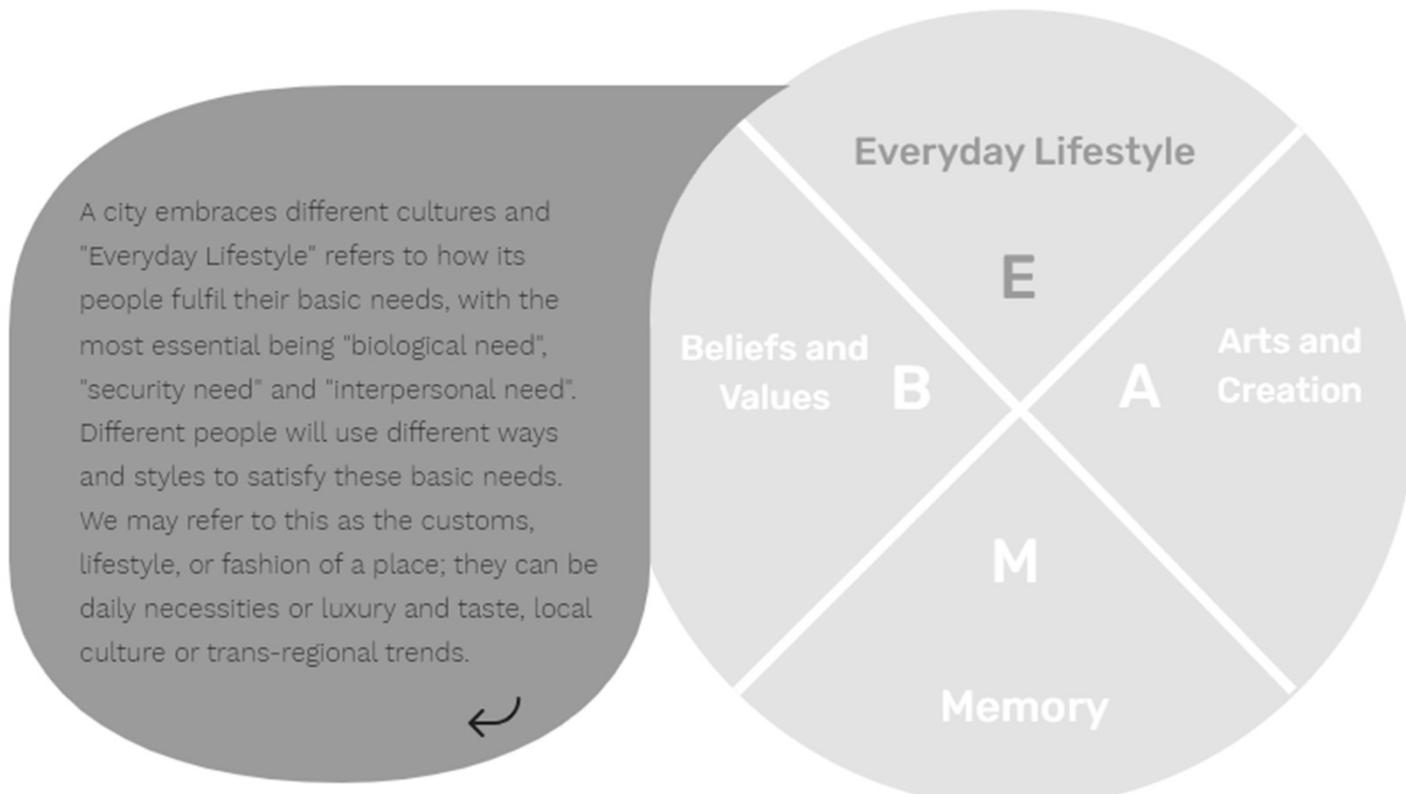
5

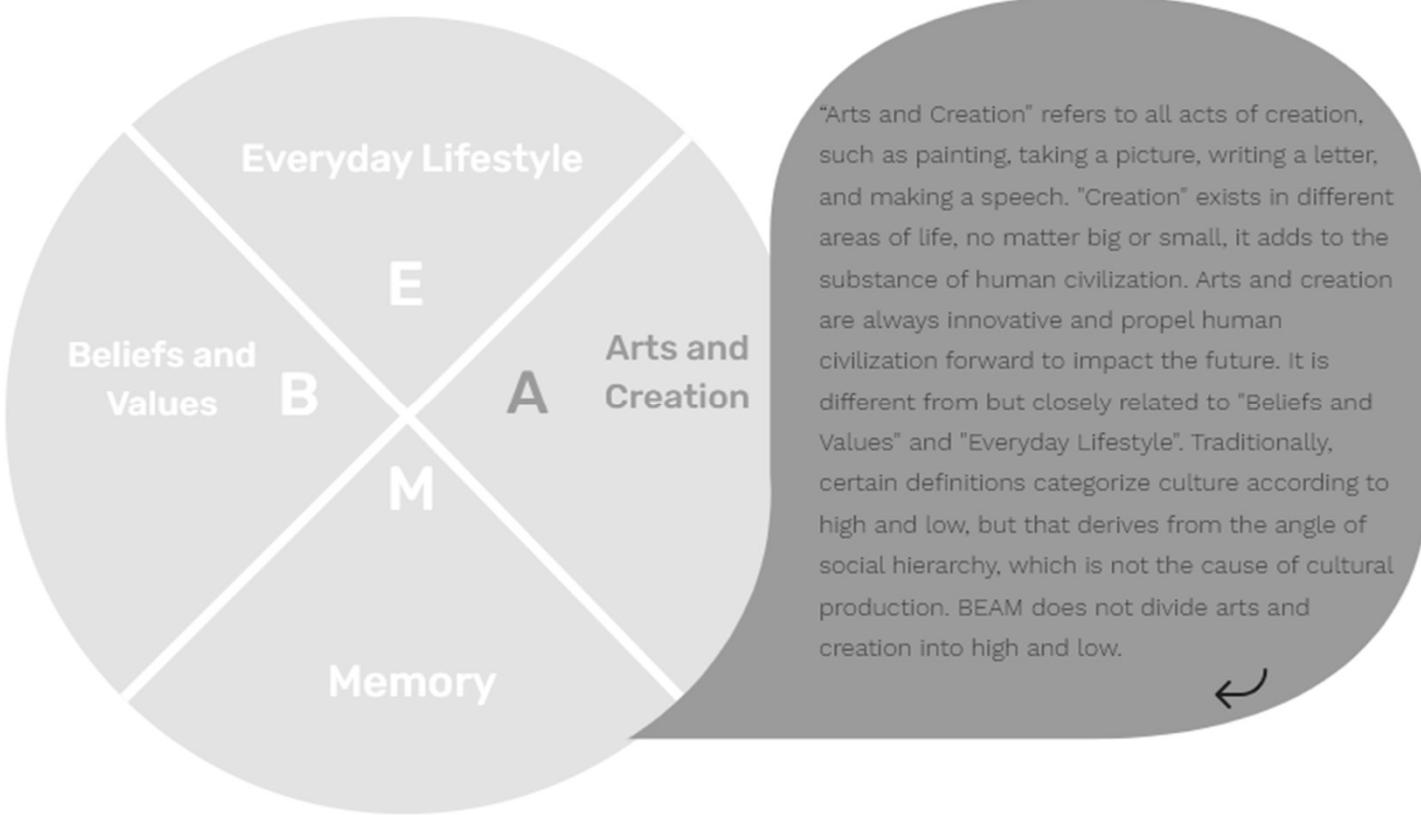
Sometimes it refers to arts and creation, but also all of human knowledge.

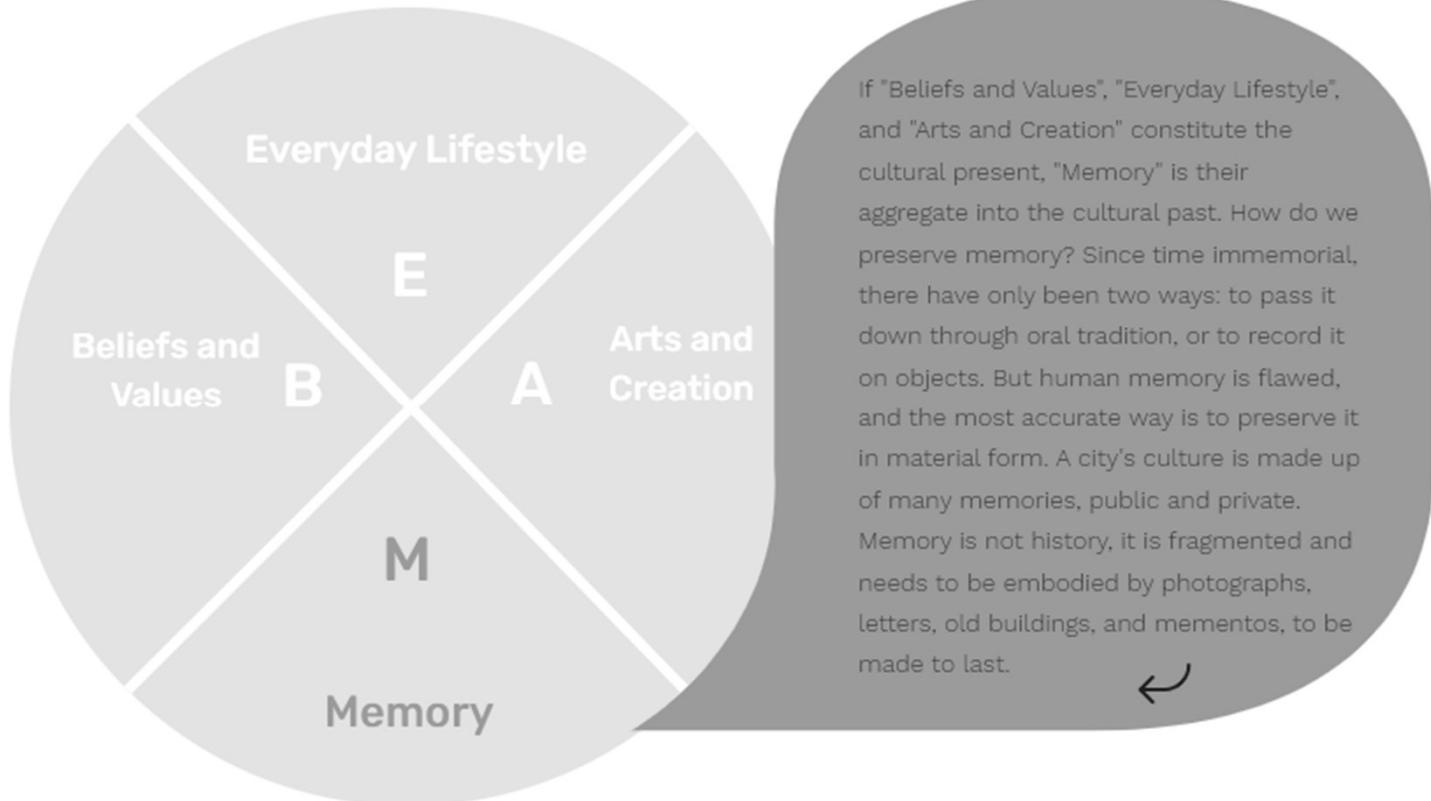
# BEAM Analysis Model for City Culture

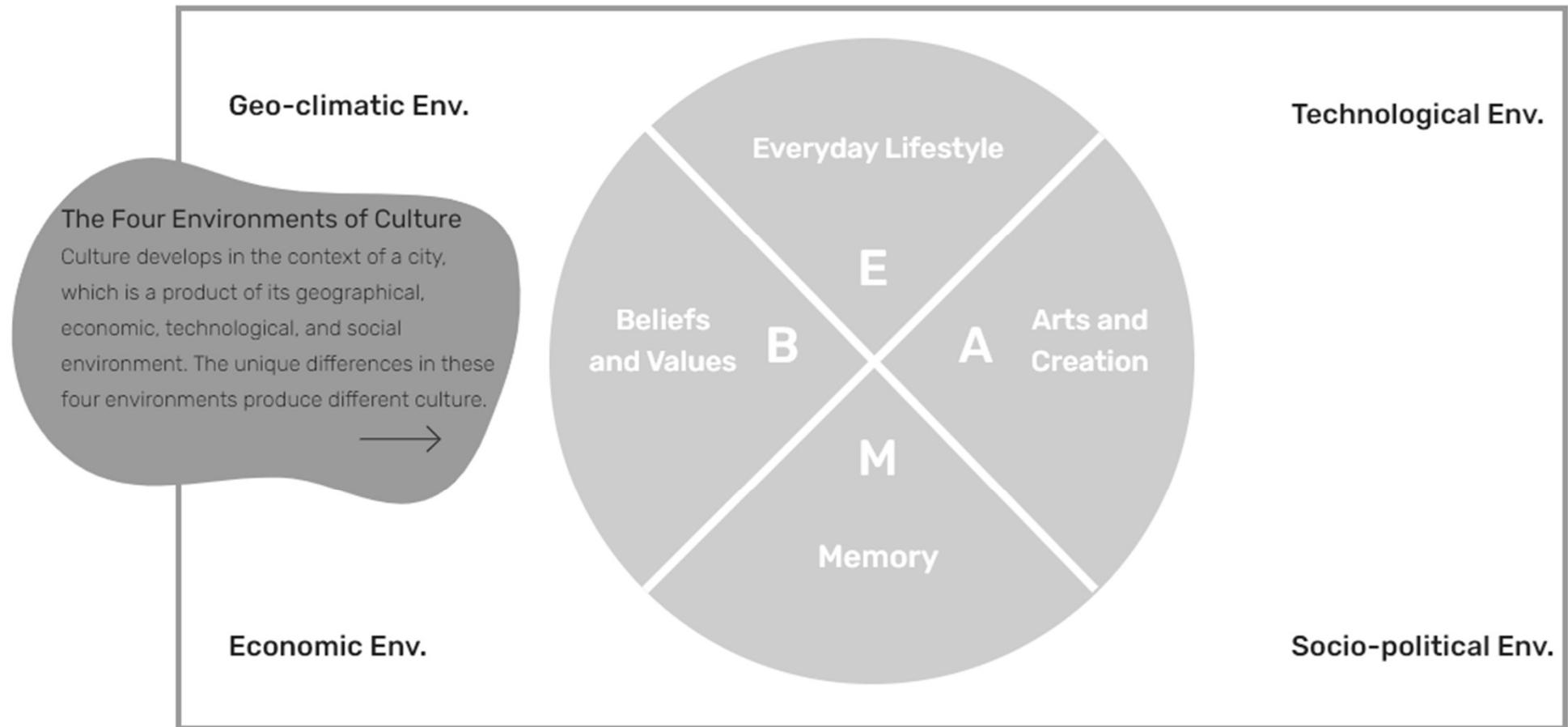


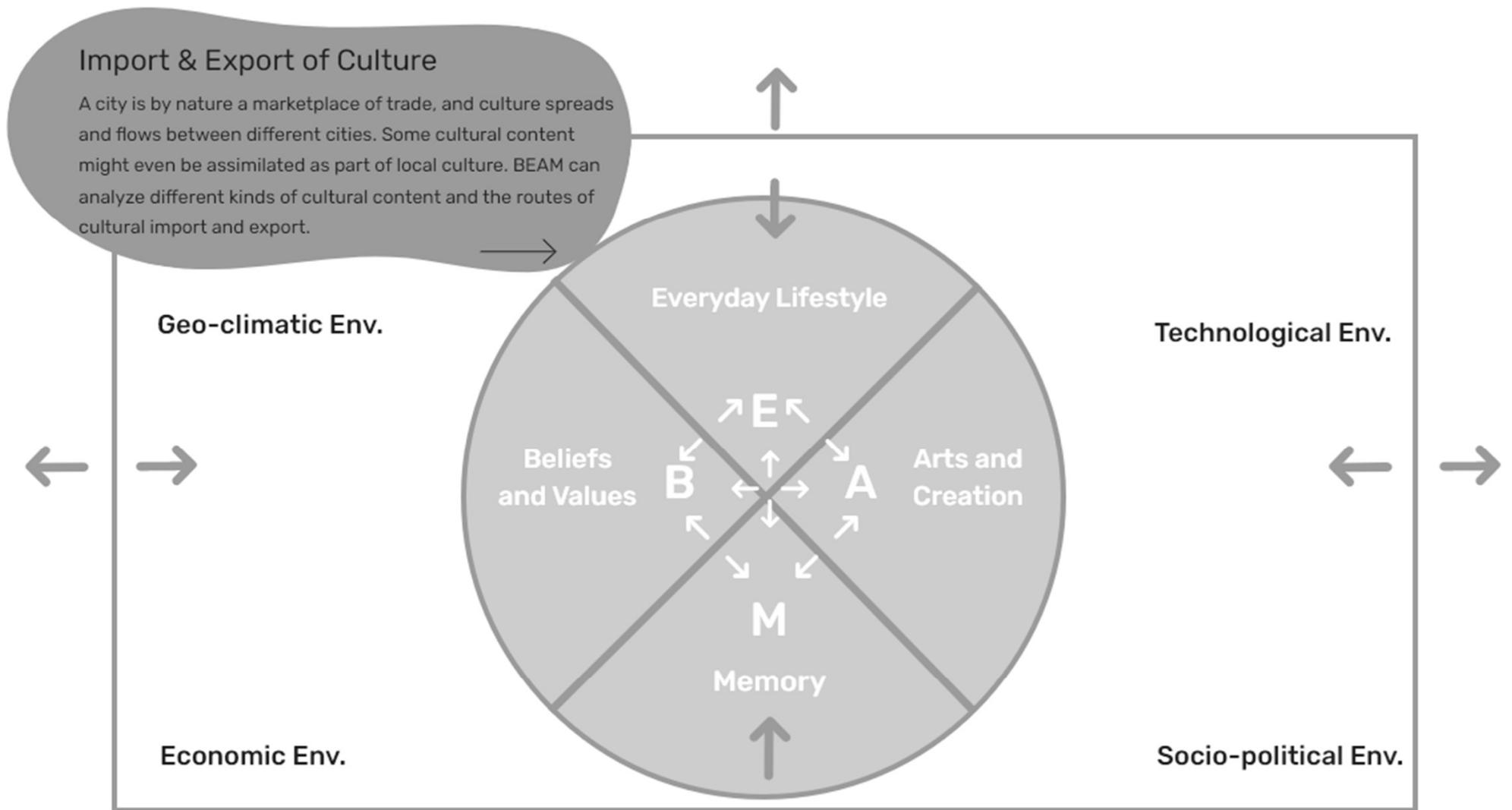












thank  
you!