

Meta-Narrative of Human Behaviour

Cultural Dimensions of
Geert Hofstede (1928-2020)

While Hofstede's cultural dimensions provide a valuable framework for understanding general trends and behaviors across different cultures, it's crucial to approach these insights with caution. These dimensions are based on averages and broad categorizations, which might not always reflect the complexities and nuances of individual experiences within those cultures. Every individual has a unique set of experiences, beliefs, and values that contribute to their behavior, and there's an infinite spectrum of human behaviors that cannot be fully encapsulated by any model. Relying solely on these dimensions could lead to oversimplification and potential misunderstandings. It's essential to treat each person as an individual and not merely as a representation of a cultural norm. Geert Hofstede would agree that you do your research.



Image Source : Youtube
Geert Hofstede on the Importance
of an International Perspective

Gerard Hendrik (Geert) Hofstede

(2 October 1928 – 12 February 2020)

Renowned Dutch social psychologist and anthropologist who is best known for his pioneering research on cross-cultural groups and organizations. His work on the study of cultures across modern nations has been widely recognized in the fields of anthropology, international business, and communication.

Hofstede developed a model that identifies SIX primary dimensions to differentiate cultures.

Power Distance (PDI)

Individualism vs. Collectivism (IDV)

Masculinity vs. Femininity (MAS)

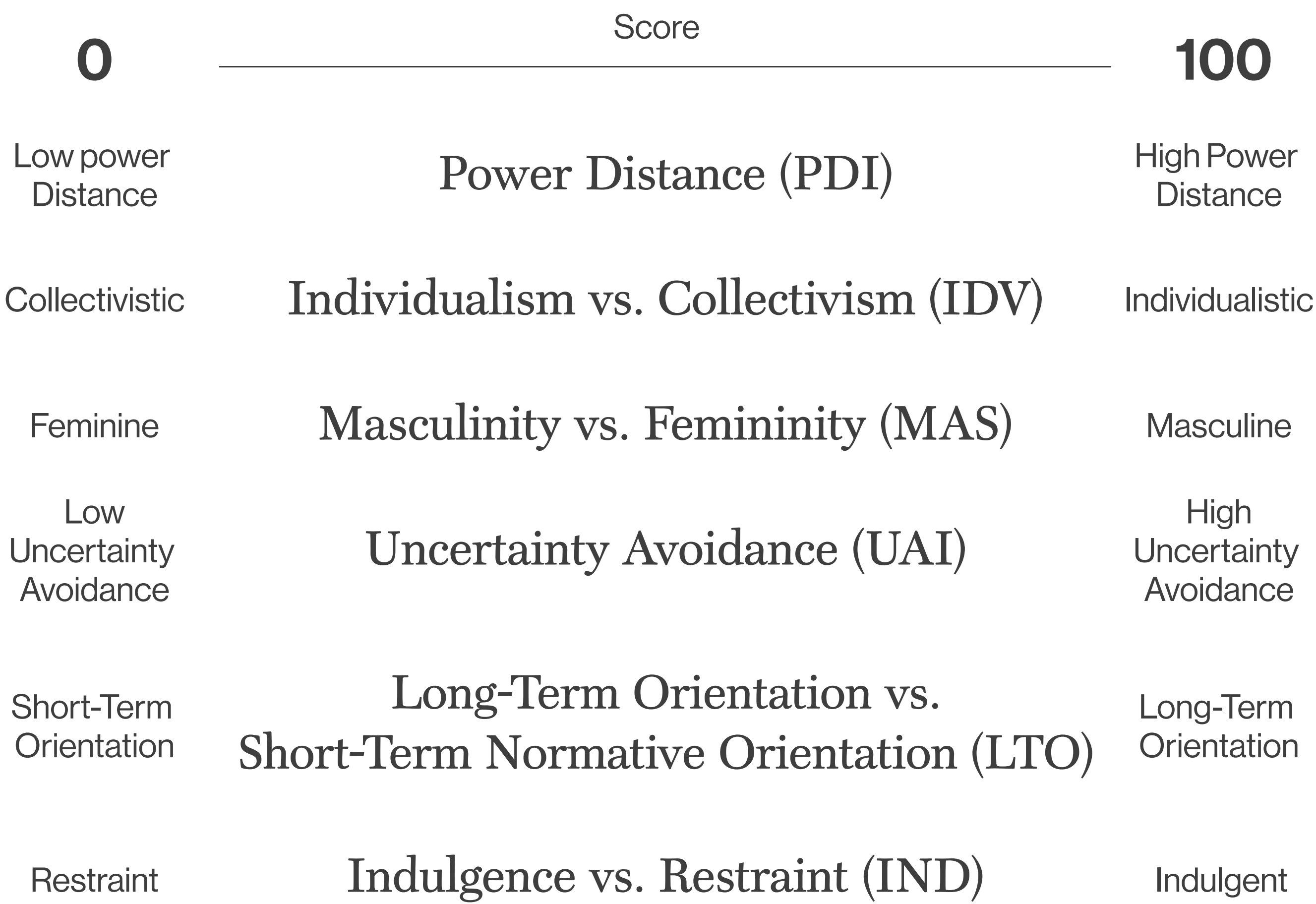
Uncertainty Avoidance (UAI)

**Long-Term Orientation vs.
Short-Term Normative Orientation (LTO)**

Indulgence vs. Restraint (IND)

While Hofstede's cultural dimensions provide valuable insights into cross-cultural differences, it's important to acknowledge that the original research was conducted several decades ago. As societies evolve and change over time, the scoring and relevancy of these dimensions might not remain consistent. Just as with any model, its applicability can wane as new data emerges and global contexts shift. Therefore, while Hofstede's model has been instrumental in understanding cultural nuances, its future utility might be limited without regular updates and adaptability to contemporary societal changes.

Hofstede's cultural dimensions are scored on a scale from **0 to 100**. The scores are derived from national averages of survey responses from people in various countries. These scores are meant to represent a society's preference for one state of affairs over another within each dimension. It's essential to understand that these scores are relative and not absolute.



Power Distance (PDI)

0

A low score means that power is shared and well dispersed. It reflects equality and emphasizes a shared perception of power.

Characteristics

Low PDI

People strive to equalize the distribution of power.

Decentralized authority and decision-making.

Dislike for privileges and status symbols.

11

Austria

As of 2022

100

A high score indicates that a society accepts an unequal distribution of power and that people understand "their place" in the system. Hierarchies are seen as reflecting inherent inequalities.

High PDI

Hierarchical order in organizations and society is seen as reflecting inherent inequalities.

Centralized authority and decision-making.

Acceptance of privileges and status symbols for those in power.

100

Malaysia

As of 2022

Individualism vs. Collectivism (IDV)

0

A low score indicates a Collectivistic society, where people belong to 'in groups' that take care of them in exchange for loyalty.

Characteristics

Low IDV

Group's interests dominate over individual's interests.

Strong relationships and loyalty to the group.

Collective responsibility.

6
Guatemala
As of 2022

100

A high score on IDV suggests a society is Individualistic. In these societies, ties between individuals are loose and individuals are expected to take care of themselves and their immediate families.

High IDV

Focus on individual rights and achievements.

Value personal time, freedom, and challenge.

Strong belief in the concept of self-help.

91
United States
As of 2022

Masculinity vs. Femininity (MAS)

0 _____

A low score suggests a Feminine society, where the dominant values are caring for others and the quality of life. The focus is on relationships, empathy, and harmony.

Characteristics

Low MAS _____

- Overlapping of gender roles.
- Value on life quality, interpersonal relationships, and care for the weak.
- Modesty and consensus-seeking behavior.

5
Sweden
As of 2022

100

A high score on MAS indicates a Masculine society, where dominant values in society are achievement and success. The focus is on competition, achievement, and earning.

High MAS

- Clear differentiation of gender roles.
- Value on performance, achievement, and success.
- Competitive and assertive behavior.

95
Japan
As of 2022

Uncertainty Avoidance (UAI)

0 _____

A low score suggests a society that is more relaxed, open, and accepting of change and uncertainty. It reflects a more tolerant view of different opinions and behaviors.

Characteristics

Low UAI _____

More tolerance for ambiguity and change.

Willingness to take risks.

Openness to innovations and new ideas.

8
Singapore
As of 2022

100

A high score indicates a society that feels threatened by ambiguous situations and has created beliefs and institutions to avoid such uncertainties. It reflects a resistance to change.

High UAI

Preference for structured situations and clear rules.

Less tolerance for ambiguity and unconventional behaviors.

Emotional need for regulations.

100
Greece
As of 2022

Long-Term Orientation vs. Short-Term Normative Orientation (LTO)

0 _____ 100

A low score is associated with societies that value traditions and the past, such as respecting tradition and focusing on achieving quick results.

Characteristics

Low LTO _____ High LTO

emphasize the past, traditions, and social obligations.

4
Zimbabwe
As of 2022

100
A high score on LTO indicates a culture that is oriented to the future, such as valuing perseverance and saving.

High LTO
prioritize future rewards, savings, adaptability, and perseverance

100
China
As of 2022

Indulgence vs. Restraint (IND)

0 _____

A low score on IND indicates a society that is more oriented towards Restraint. In such a society, the gratification of desires is regulated and controlled by strict social norms.

Characteristics

Low IND _____

- Strict societal norms controlling desires.
- Perception of life as a duty.
- Less emphasis on leisure time and more on work.

4
Egypt
As of 2022

100

A high score on IND indicates a society that is more Indulgent. Such a society allows for relatively free gratification of basic human desires related to enjoying life and having fun.

High IND

- Freer gratification of natural human desires.
- Emphasis on leisure time and enjoying life.
- Positive attitude and optimism.

100
Venezuela
As of 2022