



Hofstede's cultural dimension theory



Geert Hofstede

- Dutch Social Psychologist.
- Former employee of IBM
- Gathered over 100,000 surveys from 70 different national subsidiaries of IBM
- His data showed that cultural distinctions did not differ between IBM branches but between cultures of different nations.
- Hofstede divided these differences into 5 dimensions earlier then later on by 2010 he came up with 6th idea.



Dimensions Of Natural Culture

- Power distance Index.
- Individualism VS Collectivism.
- Uncertainty Avoidance Index.
- Masculinity VS femininity.
- Long-term VS Short-term orientation.
- Indulgence VS Restraint.

Power distance Index

- It is defined as the extent to which the people in a organization or culture expect that the distribution of power is unequal.
- Less likely to question the boss.
- Do not express ideas openly.

Example

Latin and Asian countries 

Anglo and Germanic countries 



- **High PDI**

Dependence (dependent on power holder)

Hierarchy is there

Special treatment

- **Low PDI**

Independence (parents, boss)

What goes for you goes for me
(equality)

Open door policy (door of manager is open for ideas)

- High degree of power distance index indicates that hierarchy is clearly established and executed in society or the organization .

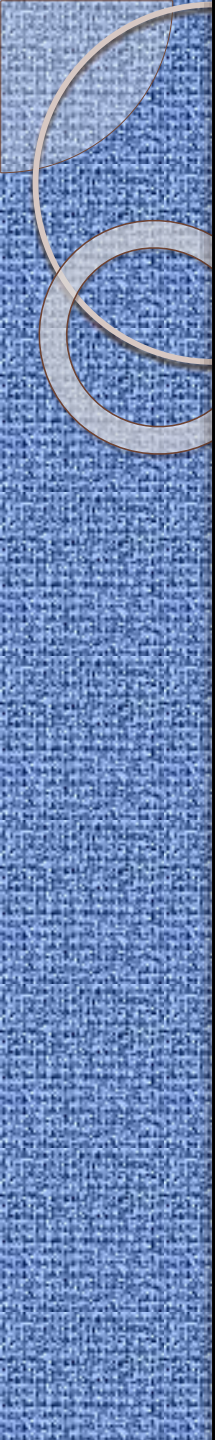


- Where as low degree of power distance index signifies that people question authority and attempt to distribute power equally .



Individualism VS Collectivism

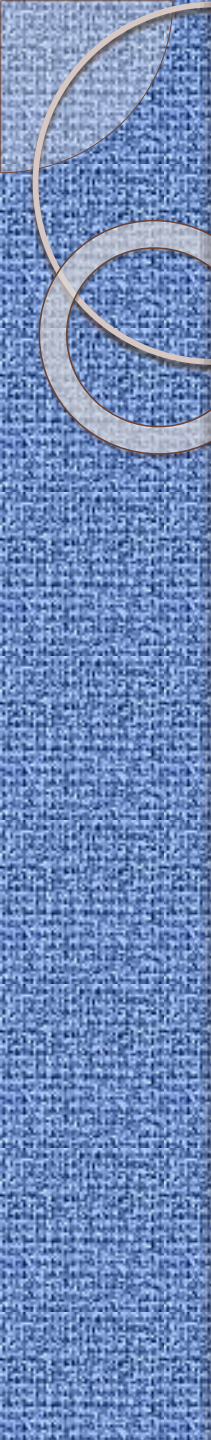
- This dimension explores the degree to which people in a society are integrated into groups . Individualistic societies have loose ties that often only relates to an individual to his/her immediate family.
- Where as collectivism describe a society in which tightly-integrated relationships tir extended families and others into in-groups.

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- Individualistic societies focus more on “ I VS the We” behavior . Leading to formation of people who are self centered , and who focus more on individual betterment over group betterment .
 - Where as its counter part i.e. collectivism focus more on “our” than “mine” . Further leading to formation of behaviour which aims for betterment of group than individual betterment .



Uncertainty Avoidance Index

- The uncertainty avoidance index is defined as a societies tolerance for ambiguity in which people embrace or avert an event of something unexpected , unknown , or away from the general events .

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- Societies that score a high degree in this index opt for stiff codes or behaviour , guidelines , laws , and generally rely upon absolute truth , or the belief that one lone truth dictates everything and people know what it is .
 - A low degree in this index shows more acceptance of differing thoughts or ideas . Society tends to impose fewer regulation –s , ambiguity is more accustomed to and the environment is more free flowing .



Masculinity VS Femininity

- In this dimension , masculinity is defined as a preference in society for achievement , heroism and material rewards for success . Its counterpart represents a preference for cooperation , modesty , caring for the weak and quality of life .



In more masculine societies women are more emphatic and competitive , but notably less emphatic than men .

In feminine societies they share the modest and caring views equally with men



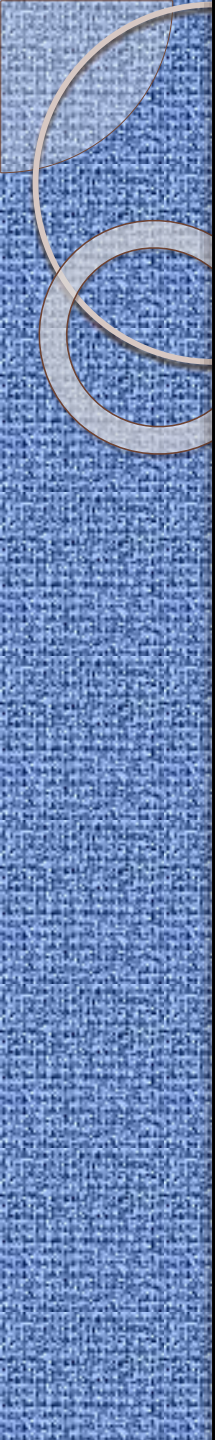
Long-term VS Short-term Orientation

- This dimension associates the connection of the past with the current and future actions or challenges .
- A low degree i.e. short term indicates that traditions honored and kept , while steadfastness is valued , while in long term views adaptation and circumstantial , pragmatic problem solving as a necessity.



Indulgence VS restraint

- This dimension is essentially a measure of happiness whether or not simple joys are fulfilled. Indulgence is defined as a society that allows relatively free gratification of basic and natural human desires related to enjoying life and having fun. Its counterpart is defined as a society that controls gratification of needs and regulates it by means of strict social norms.

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- Indulgence societies believe themselves to be in control of their own life and emotions, restrained societies believe other factors dictate their life and emotions