6 Dimensions of National Culture (from https://geert-hofstede.com)

1. **Power Distance** (Large vs. Small)
   *The fundamental issue here is how society handles inequalities among people.*
   - People in societies exhibiting a large degree of Power Distance accept a hierarchical order in which everybody has a place and which needs no further justification.
   - In societies with small Power Distance, people strive to equalize the distribution of power and demand justification for inequalities of power.

2. **Individualism** (Individualism vs. Collectivism)
   *The fundamental issue is whether people’s self-image is defined in terms of “I” or “we.”*
   - The high side of this dimension, called individualism, can be defined as a preference for a loosely-knit social framework in which individuals are expected to take care of only themselves and their immediate families.
   - Collectivism represents a preference for a tightly-knit framework in society in which individuals can expect their relatives or members of a particular in-group to look after them in exchange for unquestioning loyalty.

3. **Masculinity** (Masculinity vs. Femininity)
   *The fundamental issue is whether society is more competitive or more consensus oriented.*
   - The Masculinity side of this dimension represents a preference in society for achievement, heroism, assertiveness and material rewards for success (tough).
   - Femininity stands for a preference for cooperation, modesty, caring for the weak and quality of life (tender).

4. **Uncertainty Avoidance** (Strong vs. Weak)
   *The fundamental issue here is how a society deals with the fact that the future can never be known: Should we try to control the future or just let it happen?*
   - Countries exhibiting strong UAI maintain rigid codes of belief and behavior and are intolerant of unorthodox behavior and ideas.
   - Weak UAI societies maintain a more relaxed attitude in which practice counts more than principles.

5. **Long Term Orientation** (Long-Term vs. Short-Term)
   *The fundamental issue here is how a society maintains some links with its own past while dealing with the challenges of the present and the future.*
   - Those with a culture which scores high take a more pragmatic approach: they encourage thrift and efforts in modern education as a way to prepare for the future.
   - Normative societies, which score low on this dimension, prefer to maintain time-honored traditions and norms while viewing societal change with suspicion.
6. **Indulgence** (Indulgence vs. Restraint)

The fundamental issue here is the extent to which people try to control their desires and impulses.

- Indulgence stands for a society that allows relatively free gratification of basic and natural human drives related to enjoying life and having fun.
- Restraint stands for a society that suppresses gratification of needs and regulates it by means of strict social norms.

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**Country Comparison** (from [https://geert-hofstede.com](https://geert-hofstede.com))

“The cultural dimensions represent independent preferences for one state of affairs over another that distinguish countries (rather than individuals) from each other. The country scores on the dimensions are relative, as we are all human and simultaneously we are all unique. In other words, culture can be only used meaningfully by comparison.”
African Cultural Generalizations

- Continent [Africa]

- Region [ ______ ]

- Country [ ______ ]
Who Am I?
Skill of Intercultural Empathy
The Crocodile Parable

Please read the following parable:

The Parable

Jane is a young woman about 21 years old. For a long time she has been engaged to a young man named Bob, and she is coming from a great distance to meet him for their scheduled wedding. The problem she faces is that between her and her betrothed there lies a river. No ordinary river, mind you, but a deep, wide river infested with hungry crocodiles.

Jane ponders how she can cross the river. She thinks of a man who has a boat, whose name is Paul. She approaches and asks him to take her across the river. Paul replies, “Yes, I’ll take you across the river if you’ll spend the night with me.”

Shocked at this offer, she turns to another acquaintance, Jack, and tells him her story. Jack responds by saying, “Poor Jane, I understand your problem, but I don’t see how I can help. It’s really your problem, not mine.”

Jane, in desperation, decided to return to Paul and spends the night with him. In the morning, Paul takes her across the river. She completes her journey and arrives in time.

Her reunion with Bob is warm, but on the evening before they are to be married, Jane feels compelled to tell Bob how she succeeded in getting across the river. Bob responds by saying, “I can’t believe you would do such a thing. I wouldn’t marry you if you were the last woman on earth.” And he banishes her as a soiled woman.

The next day Jane meets Thomas who says, “I don’t love you, but I will marry you.”

What more do you wish that you knew from the story?
**Step 1.** Write down, in rank order, the character whose behavior you MOST APPROVE to LEAST APPROVE.

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**Step 2.** With your small group: Write down, in rank order, the character whose behavior your group MOST APPROVES to LEAST APPROVES. You must find a group consensus.

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**Step 3.** In your small groups discuss: How did you decide upon the rankings for each character in Step 1?

**Step 4.** What did you learn about other cultures from this exercise?