

Common Cultural Dimensions

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Egalitarian

(Low Power Distance)

Equality and democracy are valued, all individuals are empowered.



Hierarchical

(High Power Distance)

Power is granted based on social status or tenure. Rank is important in all settings

Individualist

Identity is based on individual action and merit. Emphasis on individual achievement.



Collectivist

Identity based on group membership. Needs of the group outrank needs of the individual.

Collaborative

(Feminine)

Cooperation and mutual support are valued. Relationships matter more than achievement.



Competitive

(Masculine)

Competition and assertiveness are valued. Achievements matter more than relationships.

Risk Tolerant

Risk is a necessary and valuable quality. Individuals are encouraged to take risks to maximize rewards. Innovation is valued.



Risk Averse

Risk should be avoided. Individuals are encouraged to follow traditions. Structure and safety are valued.

Monochronic

(Short-term Oriented)

Focus on immediate action and "getting things done." Time is a valuable commodity, and moves in a linear fashion.



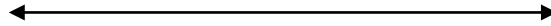
Polychronic

(Long-term Oriented)

Focus on relationships over tasks. Time is cyclical and unlimited.

Indulgent

Instant gratification is valued and personal enjoyment drives society.



Restrained

Suppressing needs is valued and social norms regulate individual gratification.

Direct

Communication is based primarily on words. What is said is more important than the context and communication is seen as egalitarian.



Indirect

Communication is based on the context of words, including non-verbal messages and the status of individual participants.

Universalist

Focus on rules rather than relationships. Rules apply to all people in all situations.



Particularist

Focus on relationships rather than rules. Unique situations call for unique perspectives and behaviors.

Sources:

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