SOME DIMENSIONS OF CULTURE

- Basic nature of humans (good / evil)
- Relationships among people: (Individualistic / Group / Hierarchical)
- Activity (being / doing)
- Relation to nature: (Subjugation (Nature #1) / Harmony (Nature = Humans) / Domination (Humans #1))
- Time Orientation (Past / Present / Future)

G. Hofstede (1984) *Culture’s Consequences: International differences in work-related values*
- Power distance
- Uncertainty avoidance
- Individualism vs Collectivism
- Masculinity vs Feminism

S. H. Schwartz et al. (1992): *Universals in the content and structure of values*
**10 motivational values**
- Power
- Achievement
- Stimulation
- Self-direction
- Hedonism
- Security
- Conformity
- Tradition
- Benevolence
- Universalism

- Universalism (rules and laws) vs particularism (rules are relative)
- Individualism vs communitarianism
- Neutral (self control, hide emotions) vs affective (emotional)
- Specific (direct, clear, blunt) vs diffuse (indirect, tactful)
- Achievement (importance of what you do and know) vs ascription (titles are important, leaders usually older males)
- Attitudes toward time (past / present / future)
- Internal vs external control (similar to K/S subjugation vs domination)

GLOBE Research Project (1991; conceived by R.J. House)
- Uncertainty avoidance
- Power distance
- Institutional collectivism vs individualism
- In-group collectivism
- Assertiveness (to what extent tough, confrontational, competitive)
- Future orientation (importance of planning, investing, delaying gratification)
- Performance orientation (to what extent is excellence encouraged, rewarded)
- Humane orientation (to what extent is fairness caring, generosity encouraged, rewarded)
- Gender differentiation (gender roles maximized or not)

E. T. Hall (1951) *The Silent Language*
- High Context (less emphasis on the words, more on the context)
- Low context (more emphasis on words, less on context)

**3 stage development sequence**
- Awareness
- Knowledge / comprehension
- Skill / applications

M. J. Bennet (1986) Developmental Model of Intercultural Sensitivity (DMIS)

**ETHNOCENTRISM** ➔ **Denial** ➔ **Defense** ➔ **Minimization** ➔ **Acceptance** ➔ **Adaptation** ➔ **Integration**

[Encapsulated marginality vs constructive marginality]  ➔ **ETHNORELATIVISM**