

Geert Hofstede's cultural dimensions and Edward Hall's dimensions

<http://www.geert-hofstede.com>

Hofstede

- Power Distance (PDI)
- Individualism versus collectivism (IDV)
- Masculinity versus femininity (MAS)
- Uncertainty avoidance (UAI)
- Long-term versus short-term orientation (LTO)
- Indulgence versus Restraint (IVR)
- <http://www.youtube.com/watch?v=PVbkjobD8ao&lr=1&feature=mhsn>

High vs. Low Context Cultures

Edward Hall <http://edwardthall.com/>

- **Low-Context cultures:** What is said is precisely what is meant
 - Messages are explicit
 - Words carry most of the information in communication
- **High-Context cultures:** The context of the message— the message source, his or her standing in society or in the negotiating group, level of expertise, tone of voice, and body language—are all meaningful
 - Less information is contained in the verbal part of the message
 - More information resides in the context of communication (background, associations, basic values of communicators)

MONOCHRONIC VS POLYCHRONIC CULTURES:

Time is money“ USA, „Those who rush arrive first at the grave (Spain), „Before the time, it is not the time; after the time, it’s too late“ (France)

PROXEMIC – DISTANCE, SPACE (in-group, outgroup, physical space...), e.g. friendship patterns, „size“ of family, guanxi
„touch“ culture – to show intimacy in ads

Which cultural dimensions (Hofstede and Hall)? What product? What mix?

- <http://www.youtube.com/watch?v=cT8L1Gms07Y>
- <http://www.youtube.com/watch?v=sSLPEwvVvN0>
- http://www.youtube.com/watch?v=JK_NinOmFWw
- <http://www.youtube.com/watch?v=v1vvLQd53Ps>
- <http://www.youtube.com/watch?v=YOpAVz-ntCs> (I can)
- <http://www.youtube.com/watch?v=BGP1szdcCcc> (Ikea hundstol)

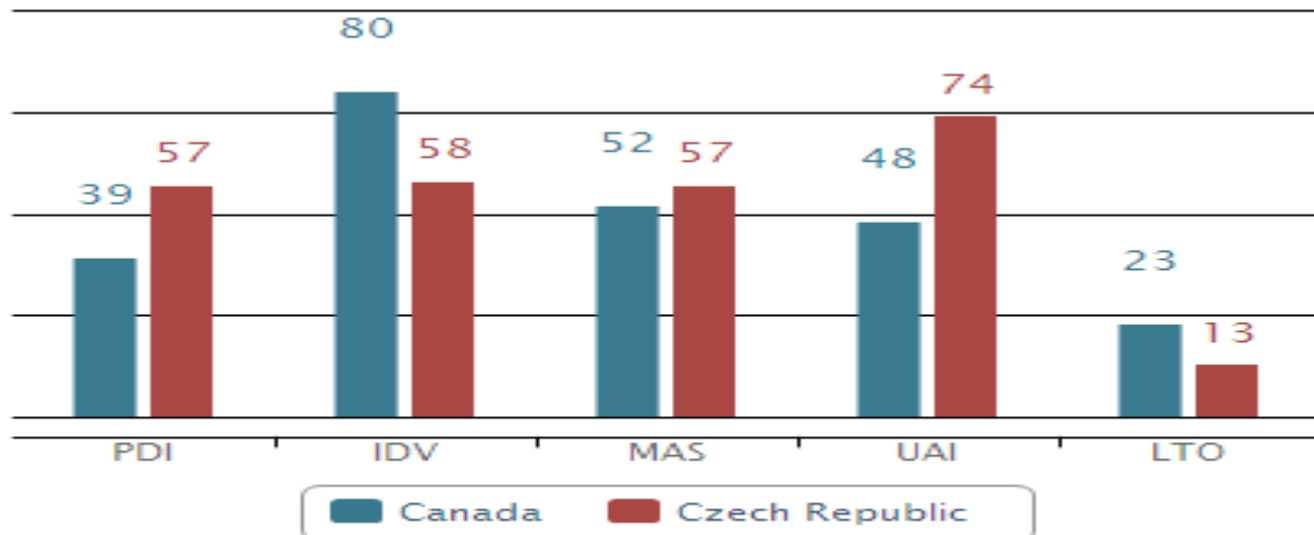
Canada vs Czech Republic

<http://geert-hofstede.com/canada.html>

Select a Country

Canada

in comparison with the below



Finland vs France

<http://geert-hofstede.com/finland.html>

Select a Country

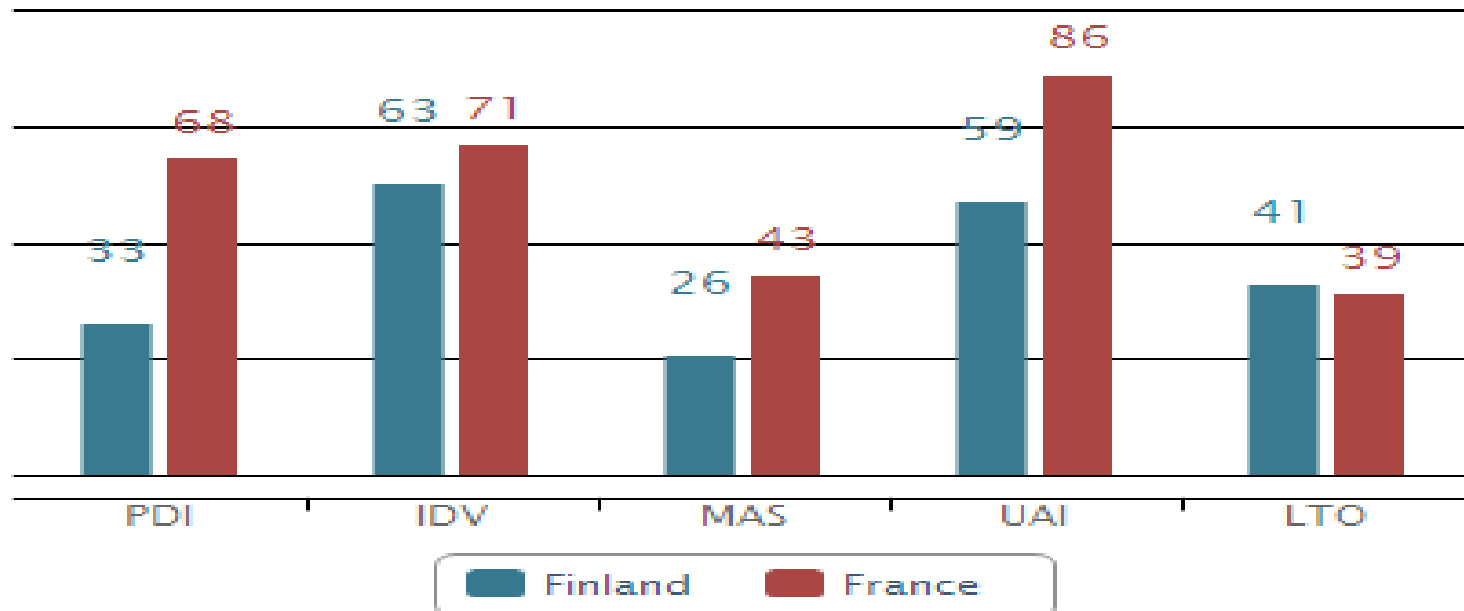


France



Finland

in comparison with the below



Germany and Greece

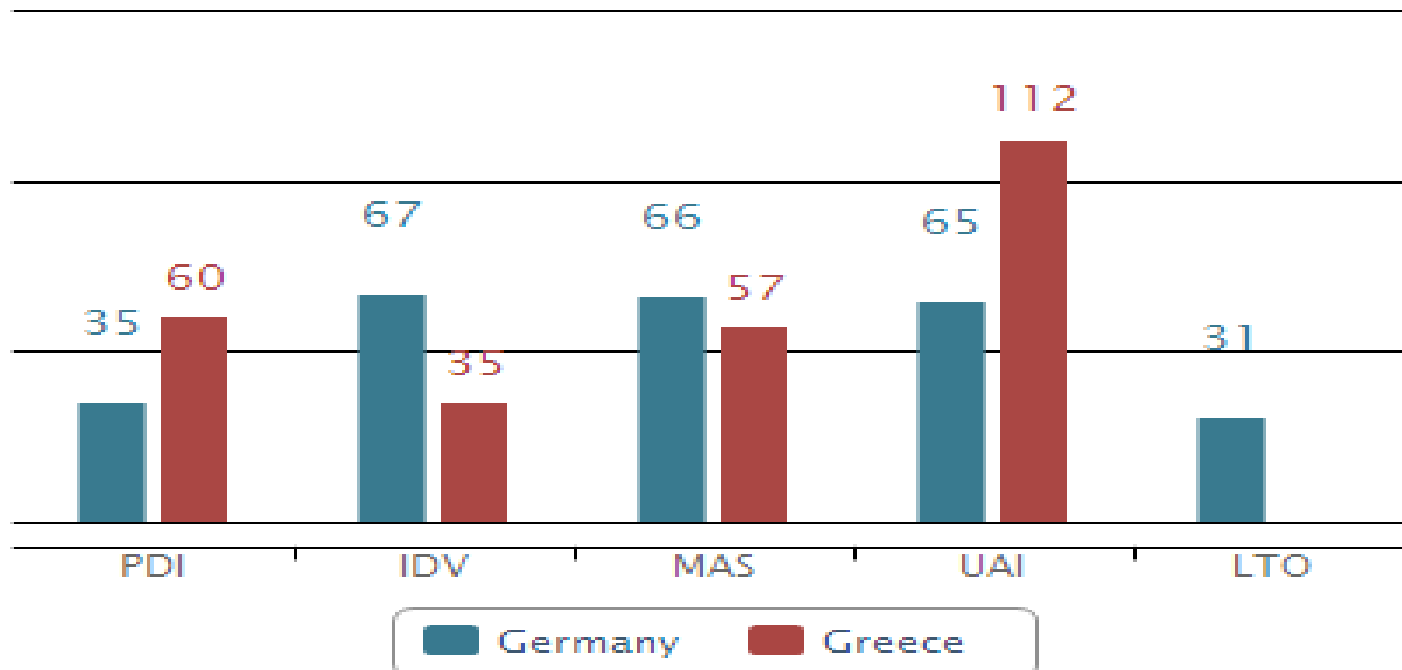
<http://geert-hofstede.com/germany.html>

Select a Country

Greece

Germany

in comparison with the below



Iran and Poland

<http://geert-hofstede.com/iran.html>

Select a Country

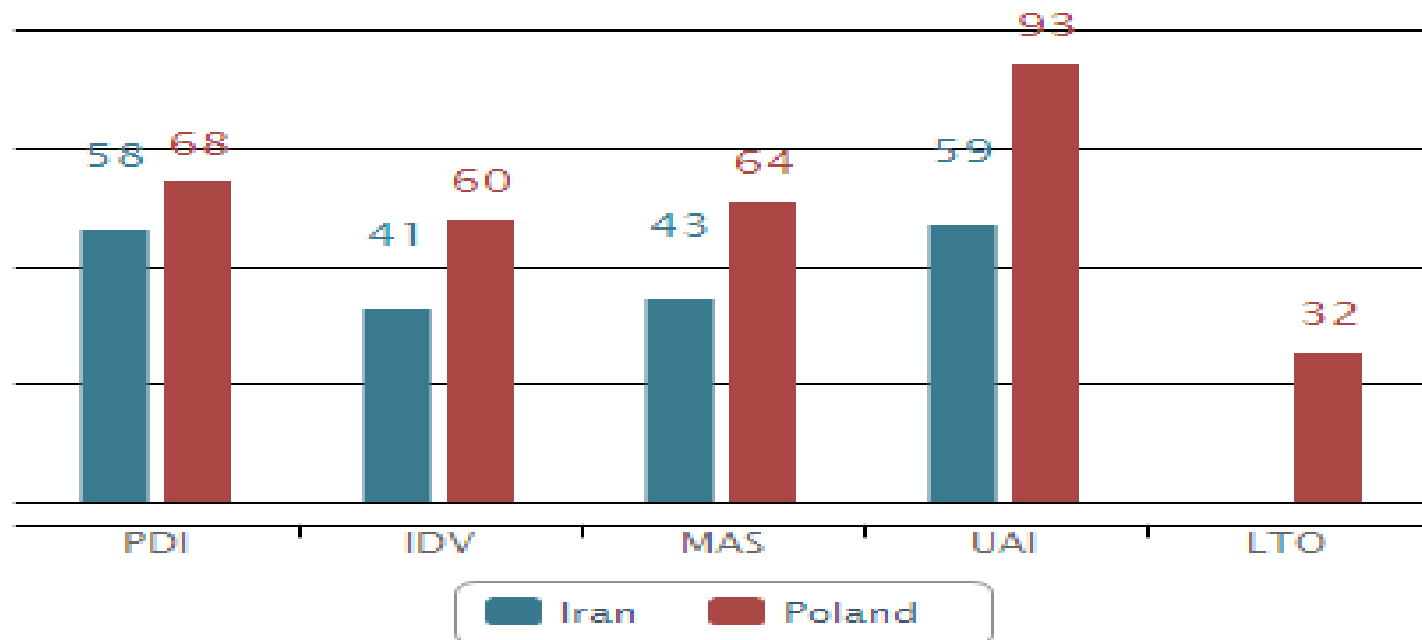


Poland



Iran

in comparison with the below



Portugal and Slovakia

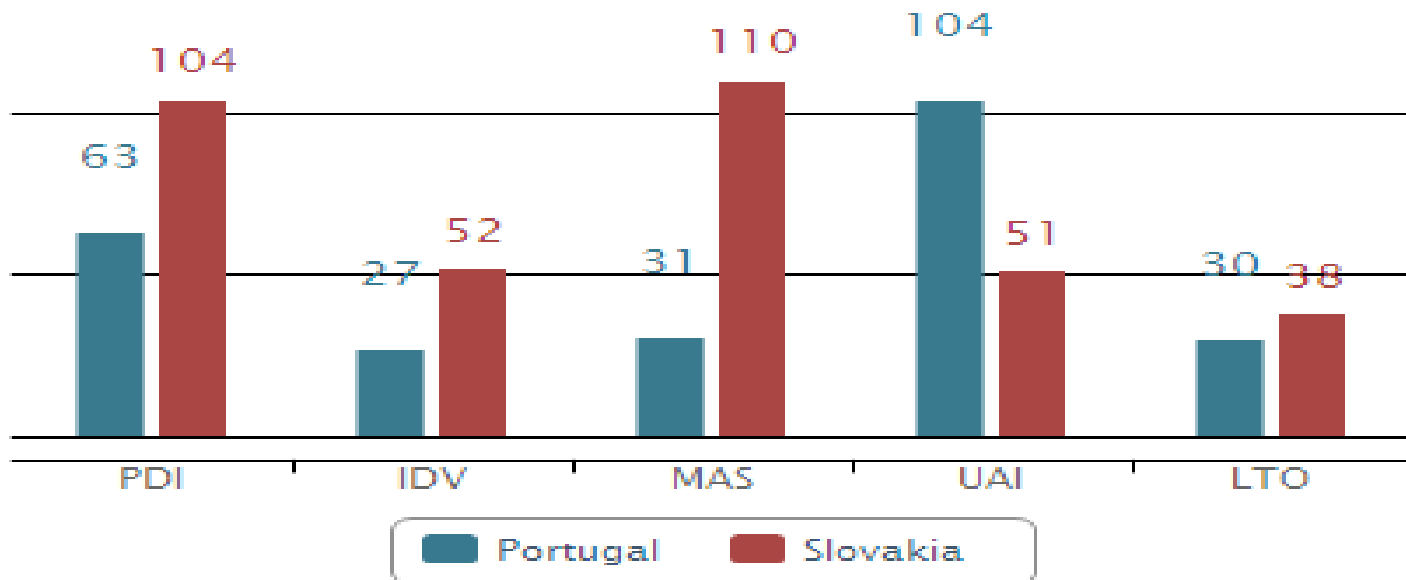
<http://geert-hofstede.com/portugal.html>

Select a Country

Slovakia

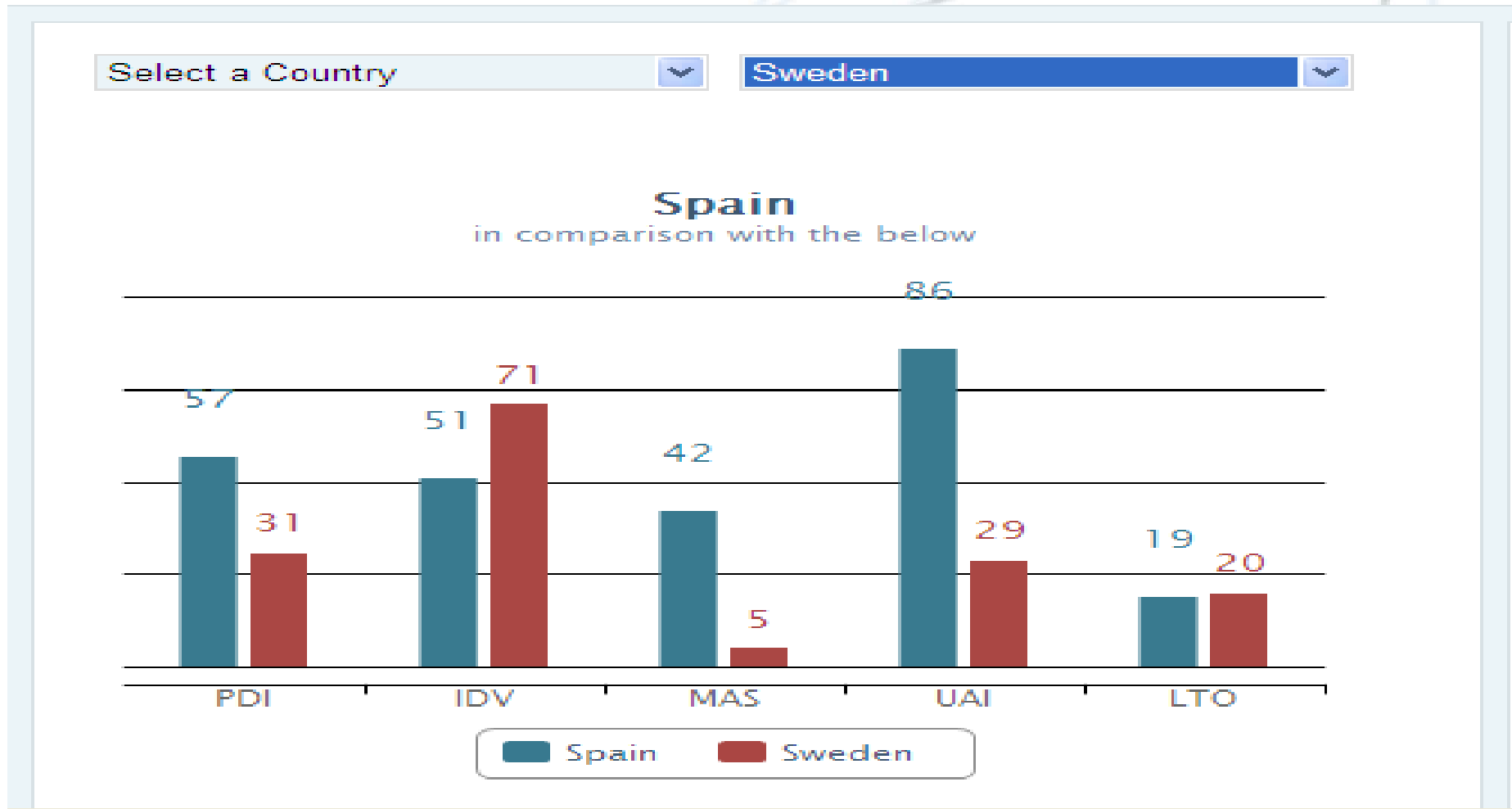
Portugal

in comparison with the below



Spain and Sweden

<http://geert-hofstede.com/spain.html>



Taiwan and USA

<http://geert-hofstede.com/taiwan.html>

Select a Country United States

Taiwan

in comparison with the below

