

A Culture Survey

This activity is based on Mr. Geert Hofstede's research on cultural differences and is taken from "Promoting a European Dimension of Intercultural Learning - Developing School Materials," EFIL Seminars, Vienna, 17 – 20 April, and Lisbon, 26 – 29 June, 1997.

With every statement circle the number which describes the country in which you would feel most comfortable.

Part 1 (Power Distance — PDI)

I feel most comfortable in a country where ...

| | | |
|---|-------------------|---|
| Children in a family are taught that their opinion counts as much as the parents'. | 1 2 3 4 5 | Children in a family are taught that the authority of the parents is not to be questioned. |
| Children in a family are encouraged to learn that nothing is to be taken for granted. | 1 2 3 4 5 | Children in a family are taught that statements from older or more important persons are to be accepted. |
| Inferiors should find their working task at a job and their position in a company themselves. | 1 2 3 4 5 | The responsibilities of every staff member and employee are clearly defined. |
| Staff members continually challenge their superiors and where it is sometimes difficult to make out who is in charge and who should be told what to do. | 1 2 3 4 5 | The superior at a place of work decides and closely leads and controls his or her staff members and the staff members accept this because they respect him/her and consider this to be his or her responsibility. |
| The view dominates that the political system can be changed best step by step and through discussions and democratic votes. | 1 2 3 4 5 | The view dominates that the political system can be changed best by exchanging the positions of power. |

Add together the five numbers you have circled above. Write the sum of these five numbers in the equation below in the space with a solid underline. Then, calculate the final result for Part 1 by using the equation to multiply your sum by five and then subtract 25. Your answers should fall in a range of zero to one hundred. If your result falls outside this range, please check your calculations.

Result: _____ x 5 = _____ - 25 = _____

Repeat these steps to obtain results for Parts 2, 3 and 4 on the following pages.

Part 2 (Uncertainty Avoidance — UAI)
I feel most comfortable in a country where ...

| | | |
|---|-----------|---|
| People express their sympathy with the less successful and the successful are envied. | 1 2 3 4 5 | People adore the successful and blame the less successful. |
| Motivation at a place of work results from a pleasant environment, warmth and friendliness. | 1 2 3 4 5 | Motivation at a place of work results from clearly defined goals and a great deal of responsibility as responsibility is a proof for success. |
| People at a place of work endeavor to accomplish agreement and colleagues do not compete with each other. | 1 2 3 4 5 | Confrontations are valued as something positive and leading to achievement: either you face competition or you perish. |
| Both men and women can be modest and understanding, thinking about the quality of life. | 1 2 3 4 5 | Men pursue material success and women are rather modest and understanding, thinking about the quality of life. |
| Love means intimacy. | 1 2 3 4 5 | Love means emotional support. |

Result: _____ x 5 = _____ - 25 = _____

Part 3 (Collectivism vs. Individualism — IDV)
I feel most comfortable in a country where ...

| | | |
|---|-----------|---|
| People in their groups have strong and lasting relationships. | 1 2 3 4 5 | People choose their friends because of similar interests or sympathy. |
| Communal spirit and social solidarity predominate. | 1 2 3 4 5 | Loneliness and freedom predominate. |
| People concentrate mainly on not losing face and in maintaining that of others. | 1 2 3 4 5 | People concentrate on coming up to their own views and standards. |
| Promotion is granted because of loyalty and age. | 1 2 3 4 5 | Promotion is granted because of performance and not because of age. |
| A superior who does not make use of his or her power in order to get a job for a member of the family in need is regarded as immoral. | 1 2 3 4 5 | A superior who makes use of his or her power in order to get a job for a member of the family in need is regarded as immoral. |

Result: _____ x 5 = _____ - 25 = _____

Part 4 (Masculinity vs. Femininity — MAS)

I feel most comfortable in a country where ...

| | | |
|--|-----------|--|
| Children are taught in families to live in chaos and uncertainty. | 1 2 3 4 5 | Children are taught in families to create clear structures and to avoid ambivalent situations. |
| People with a general knowledge are admired because they know how to deal with most every situation. | 1 2 3 4 5 | Specialists and competent leaders are admired. |
| You don't always have to have your identity card with you. | 1 2 3 4 5 | You always have to carry your identity card with you. |
| You are not supposed to show feelings in public. | 1 2 3 4 5 | You are supposed to show feelings in public (at the right place and at the right time). |
| There are only a few rules to be obeyed in society. | 1 2 3 4 5 | There are many rules to be obeyed in society. |

Result: _____ x 5 = _____ - 25 = _____