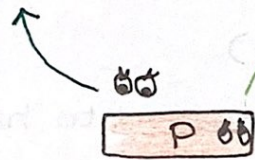


CULTURAL ORIGINS OF BEHAVIOUR AND COGNITION - CULTURAL DIMENSIONS

Etic approach: cultural practices are examined from above / outside the culture.



Emic approach: trying to understand a culture from within

Hofstede Dimensions of culture.

• Individualism v/s collectivism (1980):



↓
• personal characteristics

• looser ties to social groups

• driven by personal goals

↓
• identity is connected to a social group

• emphasize group-loyalty and co-operation.

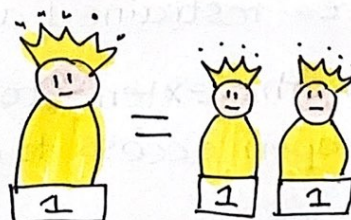
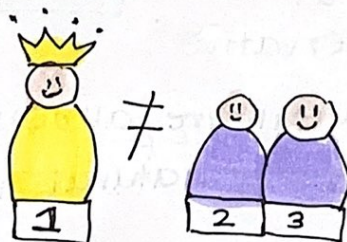
describes importance given to group belonging and integration.

• Power distance index (1980):

• in a high power distance culture, people are tolerant to inequality and hierarchy by nature.

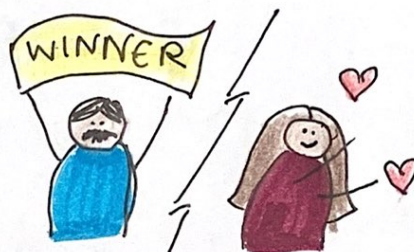
• in a low power distance culture, people are not tolerant towards inequality without justification and want an equal distribution of power.

extent to which people accept unequal distribution of power.



• masculinity v/s femininity: (1980)

- | | |
|-------------------|-----------------|
| ↓ | ↓ |
| • achievement | • caring |
| • autonomy | • co-operative |
| • competitiveness | • compassionate |



describes the importance given to achievement & striving for success.

• Uncertainty avoidance index (1980)

• High uncertainty avoidance cultures tend to have a strict guideline and rules to establish how things should be done.

DO NOT CROSS



• Low uncertainty avoidance cultures have more acceptance for other ways of doing things and have a free-flowing unpredictable environment. tolerance for ambiguity.

• Long-term versus short term orientation (1991)

- low score - conservative culture that only looks at the past and present.
- high score - pragmatic culture that looks forward to the future for more innovation and change.

cultures do not experience time in a similar way.

— PAST-  — PRESENT-  — FUTURE

• Indulgence versus restraint (2010)

- high score - open access to indulgence
- low score - restrained and conservative



measures the extent to which a culture allows relatively open access to enjoyment of natural human drives.

Triandis (2001) 4 categories of individualism v/s collectivism:

Horizontal individualism

↳ members are unique & have same status



Vertical individualism

↳ members are unique
↳ able to distinguish yourself to enjoy a higher status.

Vertical collectivism

↳ members merge with the ingroup & submit themselves to an authority in that ingroup.

Horizontal collectivism

↳ members merge themselves with the ingroup
↳ enjoy the same status

Individualism and volunteering:

• Kemmelmeier, Jamor and Letner (2006)

• Finkelstein (2010)

→ Both the cultures engage in voluntary, prosocial behaviour but reasons may be different.

collectivist - more likely to give to ingroup members

individualists - more likely to give to strangers.

Cultural dimensions and acculturation

• Hsu and Bartzler (2013)

Position on PDI and behaviour

↳ obedience & authority are social elements that are learned early in the family and inherit in the relationship between children and parents.



• low PDI society → low PDI at home, work, school

- Meeuwesen, van den Brink - Muinen and Hofstede (2009) - doctor-patient communication

Alternative / extended models of cross-cultural studies

• Schwartz's theory of basic values

OPENNESS
TO CHANGE

Hedonism

pleasure and
sensual
gratification for
oneself.

stimulation
excitement,
novelty &
challenge
in life

Self-direction

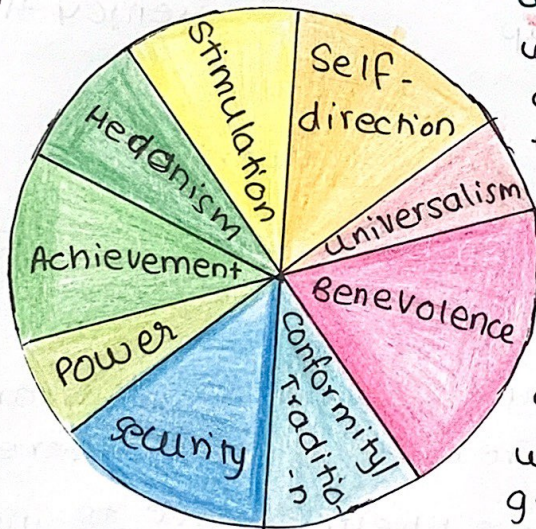
independent
thought & action,
choosing, creating
exploring

SELF
TRANSCENDEN-
-CE

universalism
understanding,
appreciation &
tolerance for
everyone

Benevolence

preserving &
enhancing the
welfare of in
group people.



Achievement
personal success
according to
social standard

Power

social status &
prestige, control/
dominance

Security
safety,
harmony &
stability

conformity
restraint of actions,
inclinations and
impulses likely to
upset, harm or violate
social norms & people.

SELF
ENHANCEMENT

Tradition

respect, commitment &
acceptance of customs & ideas
that traditional culture provide
the self.

CONSERVATION

Personality traits and cultural dimensions

→ studying personality requires the comparison of individuals while studying cultures requires comparing societies.

↳ But comparing societies on some common factors leads to stereotypes.



"MEXICAN"

Ecological Fallacy

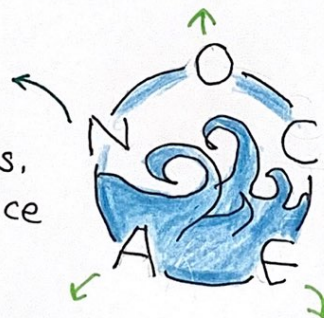
inferring information about individuals using information from a group to which they belong if you use dimensions that are designed for cultures to compare the individuals from those cultures.

Macrae and John's (1992) O-C-E-A-N model

Openness to experience

tendency to appreciate new ideas, values, beliefs, behaviours

Neuroticism
tendency toward unstable emotions, frequently experience negative emotions.



conscientiousness

tendency to be cautious, punctual, hardworking & a rule-follower

Agreeableness

tendency to agree to go along with others, avoid asserting your own values, opinions or choices

Extraversion

tendency toward talkativeness, sociability & enjoyment of others, dominant style behaviour

Relations between O-C-E-A-N model & Hofstede's dimensions

- individualism correlated with extraversion



- uncertainty avoidance correlated with neuroticism and tended to score higher on openness to experience.
 - high power distance correlated with conscientiousness and extraversion
 - masculinity correlated with neuroticism.
- ↑ masculinity cultures - more open to experience than feminine cultures