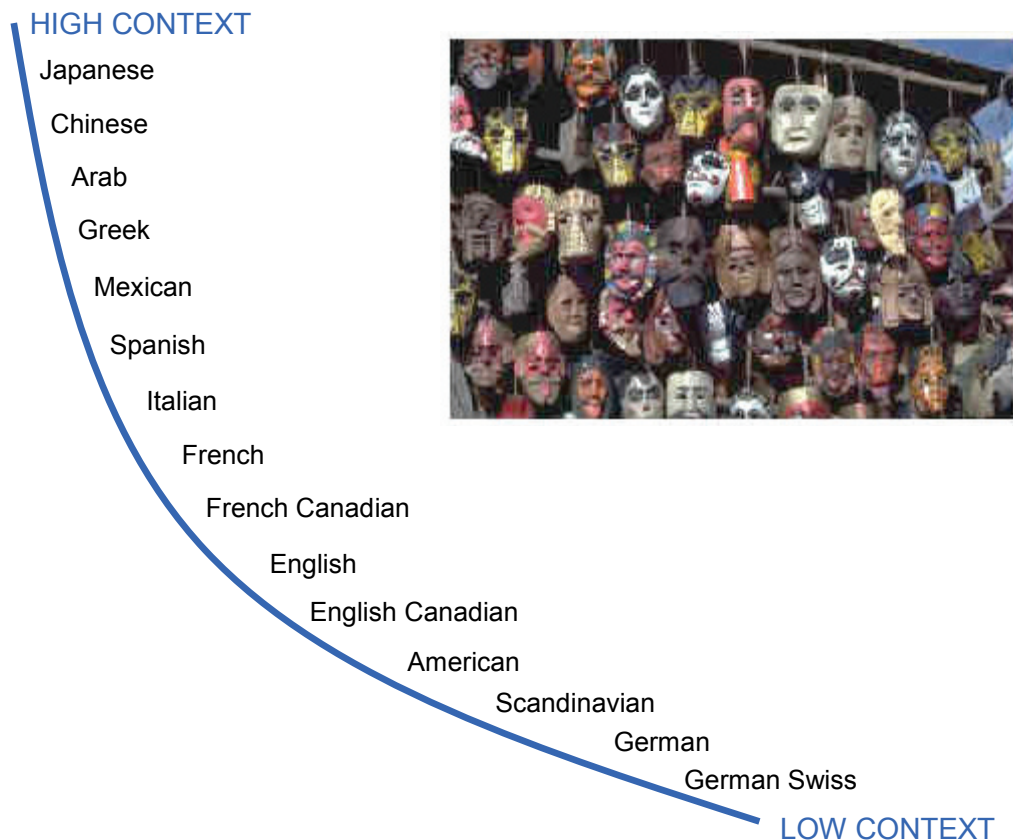


# Studies on Cultural Patterns

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**Note:** The following data illustrates the notion of cultural generalizations, which do not hold true in all situations. Because culture is dynamic and complex, there is variation in the degree to which individuals from a particular cultural background accept or resist broader cultural norms. In addition, while culture plays an important role in governing behaviour, universal needs and desires (such as the need for food or the desire to belong) and personality also play a role. Being cognizant of these influences will help prevent cultural stereotyping.

Edward T. Hall, a scholar in the field of intercultural communication, compared countries in terms of the communication styles and loosely categorized them into high context and low context cultures (see Chapter 6: Cultural Considerations for an explanation of high and low context communication styles). The diagram below illustrates where Hall placed various countries on the scale of high context/indirect cultures and low context/indirect cultures.<sup>1</sup>



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1. University of the Pacific, "What's Up with Culture," <http://www2.pacific.edu/sis/culture/> (Accessed November 27, 2009).

In the late 1960s, Geert Hofstede, a renowned scholar in the field of intercultural communication, conducted a massive study on IBM employees around the world to quantitatively measure the cultural patterns that are commonly exhibited in the workplace. Since then, his study has been replicated numerous times with other populations such as pilots, civil servants and students. The data below accounts for the findings of the more recent studies. The higher the score a country or region receives, the more it exhibited the particular cultural pattern.<sup>2</sup> See Chapter 6: Cultural Considerations for an explanation of the concepts of power distance and individualism/collectivism.

<b>Power distance by country</b>					
Arab World*	80	Guatemala	95	Philippines	94
Argentina	49	Hong Kong	68	Poland*	68
Australia	36	Hungary*	46	Portugal	63
Austria	11	India	77	Romania	90
Bangladesh*	80	Indonesia	78	Russia*	93
Belgium	65	Iran	58	Singapore	74
Brazil	69	Ireland	28	Slovakia*	104
Bulgaria*	70	Israel	13	South Africa	49
Canada	39	Italy	50	South Korea	60
Chile	63	Jamaica	45	Spain	57
China*	80	Japan	54	Surinam*	85
Colombia	67	Luxembourg*	40	Sweden	31
Costa Rica	35	Malaysia	104	Switzerland	34
Czech Republic*	57	Malta*	56	Thailand	64
Denmark	18	Mexico	81	Trinidad*	47
East Africa*	64	Morocco*	70	Turkey	66
Ecuador	78	Netherlands	38	United Kingdom	35
El Salvador	66	New Zealand	22	United States	40
Estonia*	40	Norway	31	Uruguay	61
Finland	33	Pakistan	55	Venezuela	81
France	68	Panama	95	Vietnam*	70
Germany	35	Peru	64	West Africa	77
Greece	60				

\* = estimated values

**Arab World = Egypt, Iraq, Kuwait, Lebanon, Libya, Saudi Arabia, United Arab Emirates**

**East Africa = Ethiopia, Kenya, Tanzania, Zambia**

**West Africa = Ghana, Nigeria, Sierra Leone**

2. Geert Hofstede, "Cultural Dimensions," <http://www.geert-hofstede.com/> (Accessed November 4, 2009).

### Power distance by score

<b>Austria</b>	11	<b>Italy</b>	50	<b>Brazil</b>	69
<b>Israel</b>	13	<b>Japan</b>	54	<b>Bulgaria*</b>	70
<b>Denmark</b>	18	<b>Pakistan</b>	55	<b>Morocco*</b>	70
<b>New Zealand</b>	22	<b>Malta*</b>	56	<b>Vietnam*</b>	70
<b>Ireland</b>	28	<b>Czech Republic*</b>	57	<b>Singapore</b>	74
<b>Norway</b>	31	<b>Spain</b>	57	<b>India</b>	77
<b>Sweden</b>	31	<b>Iran</b>	58	<b>West Africa</b>	77
<b>Finland</b>	33	<b>Greece</b>	60	<b>Ecuador</b>	78
<b>Switzerland</b>	34	<b>South Korea</b>	60	<b>Indonesia</b>	78
<b>Costa Rica</b>	35	<b>Uruguay</b>	61	<b>Arab World*</b>	80
<b>Germany</b>	35	<b>Chile</b>	63	<b>Bangladesh*</b>	80
<b>United Kingdom</b>	35	<b>Portugal</b>	63	<b>China*</b>	80
<b>Australia</b>	36	<b>East Africa*</b>	64	<b>Mexico</b>	81
<b>Netherlands</b>	38	<b>Peru</b>	64	<b>Venezuela</b>	81
<b>Canada</b>	39	<b>Thailand</b>	64	<b>Surinam*</b>	85
<b>Estonia*</b>	40	<b>Belgium</b>	65	<b>Romania</b>	90
<b>Luxembourg*</b>	40	<b>El Salvador</b>	66	<b>Russia*</b>	93
<b>United States</b>	40	<b>Turkey</b>	66	<b>Philippines</b>	94
<b>Jamaica</b>	45	<b>Colombia</b>	67	<b>Guatemala</b>	95
<b>Hungary*</b>	46	<b>France</b>	68	<b>Panama</b>	95
<b>Trinidad*</b>	47	<b>Hong Kong</b>	68	<b>Malaysia</b>	104
<b>Argentina</b>	49	<b>Poland*</b>	68	<b>Slovakia*</b>	104
<b>South Africa</b>	49				

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West Africa = Ghana, Nigeria, Sierra Leone

### Individualism by country

<b>Arab World*</b>	38	<b>Guatemala</b>	6	<b>Poland*</b>	60
<b>Argentina</b>	46	<b>Hong Kong</b>	25	<b>Portugal</b>	27
<b>Australia</b>	90	<b>Hungary*</b>	80	<b>Romania</b>	30
<b>Austria</b>	55	<b>India</b>	48	<b>Russia*</b>	39
<b>Bangladesh*</b>	20	<b>Indonesia</b>	14	<b>Singapore</b>	20
<b>Belgium</b>	75	<b>Iran</b>	41	<b>Slovakia*</b>	52
<b>Brazil</b>	38	<b>Ireland</b>	70	<b>South Africa</b>	65
<b>Bulgaria*</b>	30	<b>Israel</b>	54	<b>South Korea</b>	18
<b>Canada</b>	80	<b>Italy</b>	76	<b>Spain</b>	51
<b>Chile</b>	23	<b>Jamaica</b>	39	<b>Surinam*</b>	47
<b>China*</b>	20	<b>Japan</b>	46	<b>Sweden</b>	71
<b>Colombia</b>	13	<b>Luxembourg*</b>	60	<b>Switzerland</b>	68

<b>Costa Rica</b>	15	<b>Malaysia</b>	26	<b>Taiwan</b>	17
<b>Czech Republic*</b>	58	<b>Malta*</b>	59	<b>Thailand</b>	20
<b>Denmark</b>	74	<b>Mexico</b>	30	<b>Trinidad*</b>	16
<b>East Africa*</b>	27	<b>Morocco*</b>	46	<b>Turkey</b>	37
<b>Ecuador</b>	8	<b>Netherlands</b>	80	<b>United Kingdom</b>	89
<b>El Salvador</b>	19	<b>New Zealand</b>	79	<b>United States</b>	91
<b>Estonia*</b>	60	<b>Norway</b>	69	<b>Uruguay</b>	36
<b>Finland</b>	63	<b>Pakistan</b>	14	<b>Venezuela</b>	12
<b>France</b>	71	<b>Panama</b>	11	<b>Vietnam*</b>	20
<b>Germany</b>	67	<b>Peru</b>	16	<b>West Africa</b>	20
<b>Greece</b>	35	<b>Philippines</b>	32		

\* = estimated values

Arab World = Egypt, Iraq, Kuwait, Lebanon, Libya, Saudi Arabia, United Arab Emirates

East Africa = Ethiopia, Kenya, Tanzania, Zambia

West Africa = Ghana, Nigeria, Sierra Leone

<b>Individualism by score</b>					
<b>Guatemala</b>	6	<b>Portugal</b>	27	<b>Malta*</b>	59
<b>Ecuador</b>	8	<b>Bulgaria*</b>	30	<b>Estonia*</b>	60
<b>Panama</b>	11	<b>Mexico</b>	30	<b>Luxembourg*</b>	60
<b>Venezuela</b>	12	<b>Romania</b>	30	<b>Poland*</b>	60
<b>Colombia</b>	13	<b>Philippines</b>	32	<b>Finland</b>	63
<b>Indonesia</b>	14	<b>Greece</b>	35	<b>South Africa</b>	65
<b>Pakistan</b>	14	<b>Uruguay</b>	36	<b>Germany</b>	67
<b>Costa Rica</b>	15	<b>Turkey</b>	37	<b>Switzerland</b>	68
<b>Peru</b>	16	<b>Arab World*</b>	38	<b>Norway</b>	69
<b>Trinidad*</b>	16	<b>Brazil</b>	38	<b>Ireland</b>	70
<b>Taiwan</b>	17	<b>Jamaica</b>	39	<b>France</b>	71
<b>South Korea</b>	18	<b>Russia*</b>	39	<b>Sweden</b>	71
<b>El Salvador</b>	19	<b>Iran</b>	41	<b>Denmark</b>	74
<b>Bangladesh*</b>	20	<b>Argentina</b>	46	<b>Belgium</b>	75
<b>China*</b>	20	<b>Japan</b>	46	<b>Italy</b>	76
<b>Singapore</b>	20	<b>Morocco*</b>	46	<b>New Zealand</b>	79
<b>Thailand</b>	20	<b>Surinam*</b>	47	<b>Canada</b>	80
<b>Vietnam*</b>	20	<b>India</b>	48	<b>Hungary*</b>	80
<b>West Africa</b>	20	<b>Spain</b>	51	<b>Netherlands</b>	80
<b>Chile</b>	23	<b>Slovakia*</b>	52	<b>United Kingdom</b>	89
<b>Hong Kong</b>	25	<b>Israel</b>	54	<b>Australia</b>	90
<b>Malaysia</b>	26	<b>Austria</b>	55	<b>United States</b>	91

<b>East Africa*</b>	27	<b>Czech Republic*</b>	58
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\* = estimated values

**Arab World = Egypt, Iraq, Kuwait, Lebanon, Libya, Saudi Arabia, United Arab Emirates**

**East Africa = Ethiopia, Kenya, Tanzania, Zambia**

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