

CATEGORIZING CULTURES

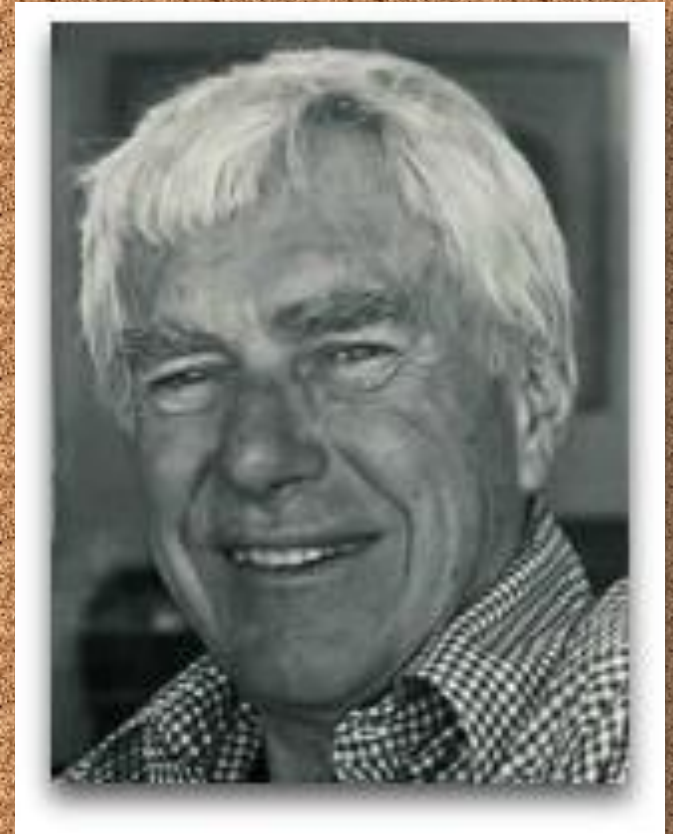


WHY DO WE CATEGORIZE?

- TO PREDICT BEHAVIOR
- TO CLARIFY WHY THEY DO IT
- TO AVOID GIVING OFFENCE
- TO SEARCH FOR SOME KIND OF UNITY

EDWARD HALL

- ❑ MONOCHRONIC
VS POLYCHRONIC
- ❑ HIGH VS LOW
CONTEXT
- ❑ PAST VS FUTURE
ORIENTED



MONOCHRONIC VS



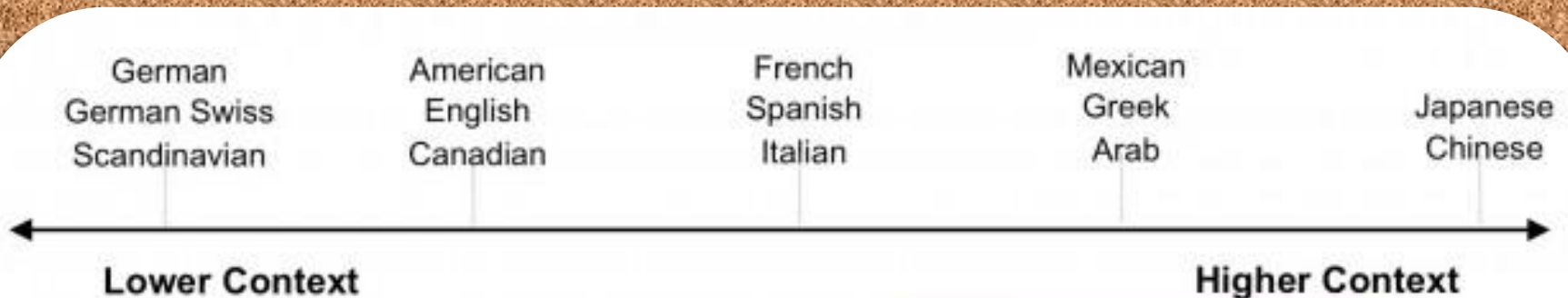
POLYCHRONIC



- DO JUST ONE THING AT A TIME
- DO THINGS IN TURN
- FIRST THEY FINISH ONE THING
- ORDER IS CRUCIALLY IMPORTANT

- DO MANY THINGS AT A TIME (THE MORE THE BETTER)
- PREFER MIXING AND COMBINING THINGS
- ORDER IS NOT IMPORTANT AT ALL

LOW-CONTEXT VS HIGH-CONTEXT



Low Context

Communication:

- Specific
- Detailed
- Precise

Poorer at decoding:

- Unspoken message
- Body language

High Context

Communication:

- Less direct
- Emphasis on:
- Human relations

More sensitivity to:

- Non-verbals
- Feelings of others

PAST VS FUTURE ORIENTED



- PAST MATTERS!!!
- PERCEIVE CURRENT EVENTS AS THE RESULT OF THE PAST
- A LITTLE FATALISTIC
- GREAT RESPECT FOR THE ANCESTORS




- PAST DOESN'T MATTER – IT IS IN THE PAST = NOT IMPORTANT NOW
- PRESENT SERVES THE PURPOSES OF THE FUTURE
- PLANNING IS CRUCIALLY IMPORTANT


ALFONS TROPENAARS

- ❑ INDIVIDUALIST VS COLLECTIVIST
- ❑ SPECIFIC VS DIFFUSE
- ❑ ACHIEVEMENT VS ASCRIPTION
- ❑ NEUTRAL VS EMOTIONAL



INDIVIDUALIST VS COLLECTIVIST

- 
- SUCCESS IS ACHIEVED BY EACH INDIVIDUAL
 - INDIVIDUAL RESPONSIBILITY IS GREAT
 - HELPING IS LOW
 - PERSONAL SPACE IS HIGHLY APPRECIATED

- 
- SUCCESS IS A RESULT OF GROUP EFFORT
 - INDIVIDUAL RESPONSIBILITY IS LOW
 - HELPING IS HIGH
 - PERSONAL SPACE IS MUCH CLOSER
 - FAMILIES LIVE TOGETHER

SPECIFIC VS DIFFUSE

SPECIFIC

Specific

Direct in relationships
Blunt and precise in communication
Principled moral reasoning
Clear distinction between
work and personal life

Private

Public

DIFFUSE

Diffuse

Indirect and subtle in relationships
Ambiguous or evasive in communication
Situation-based moral decision making
small public space that is difficult to enter (e.g.
an outsider needs a formal introduction from a
mutual friend in order to do business with a
particular manager)

Private

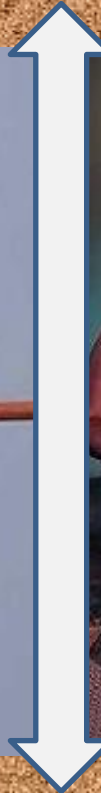
Public

ACHIEVEMENT VS ASCRIPTION



STATUS IS BASED ON ACHIEVEMENT
(EDUCATION, JOB, PERFORMANCE)

STATUS IS BASED MAINLY ON
WHERE YOU COME FROM
(FAMILY, AGE, GENDER, ETHNIC
GROUP)



AFFECTIVE VS NEUTRAL



- SHOWING EMOTIONS IS GOOD
- LOTS OF GESTICULATION
- AFFECTIONATE RELATIONSHIPS

- INSCRUTABLE
- DEMONSTRATION OF EMOTIONS IS CONSIDERED IMPOLITE AND SILLY



GEERT HOFSTEDE



- POWER DISTANCE
- UNCERTAINTY AVOIDANCE
- LONG-TERM VS SHORT-TERM ORIENTATION
- FEMINITY VS MASCULINITY

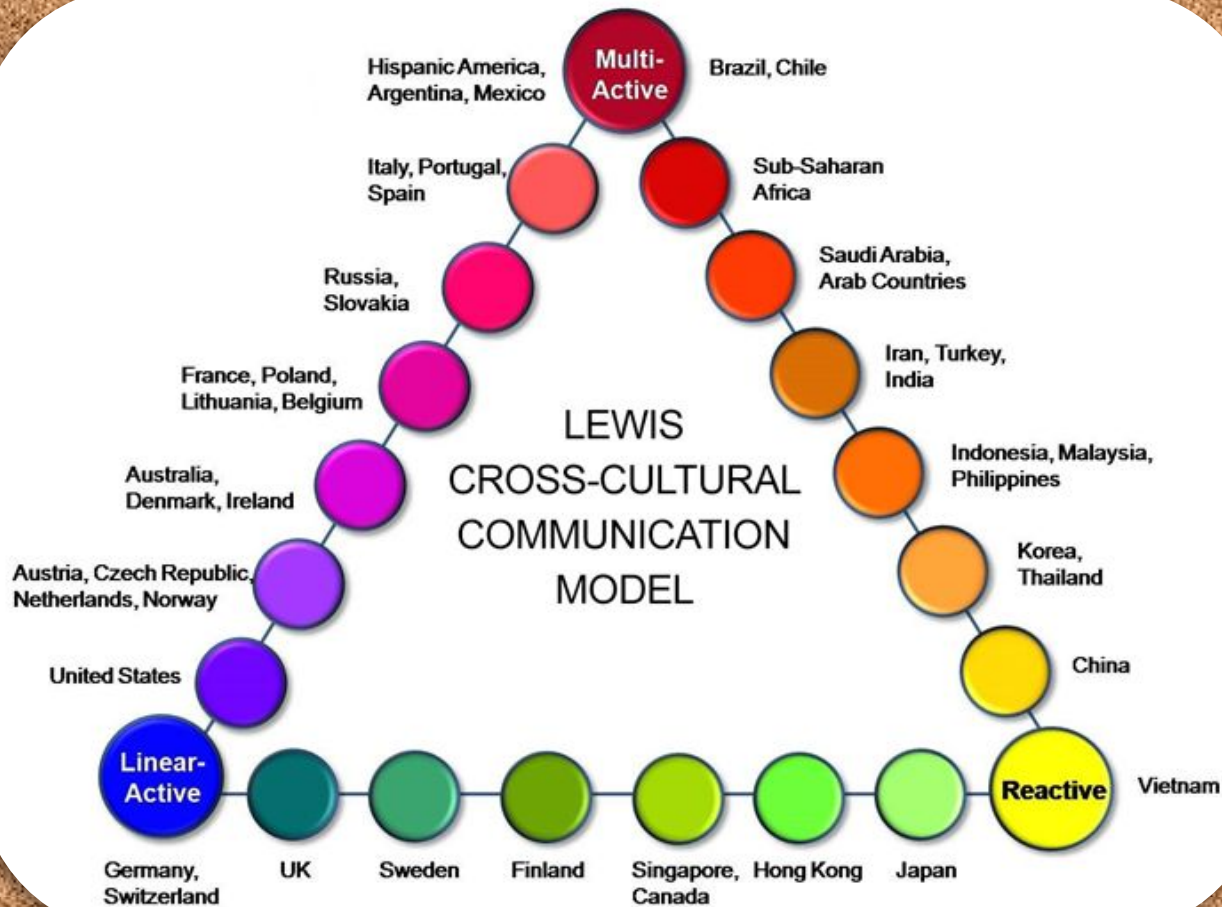
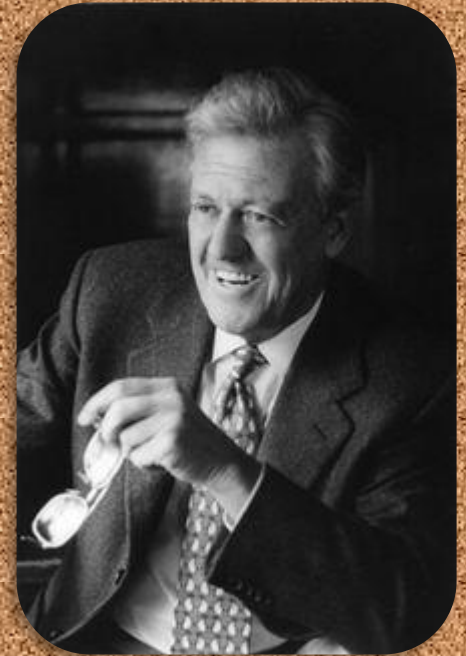
FEMININE VS MASCULINE

- AVOID CONFLICTS
- READY FOR COMPROMISE

- READY FOR CONFLICTS
- POWER IS MORE IMPORTANT THAN COMMON SENSE
- PROUD
- COMPROMISE IS WEAKNESS



RICHARD LEWIS



LINEAR-ACTIVE

- RULES ARE IMPORTANT
- TRUTH IS JUST ONE
- EGALITARIAN
- MONOCHRONIC
- LOGICAL
- TASK-ORIENTED
- FUTURE-ORIENTED
- BELIEVE FACTS
- SEPARATE FORMAL & INFORMAL
- USUALLY DIRECT
- HIGH UNCERTAINTY AVOIDANCE



MULTI-ACTIVE

- HUMAN TRANSACTIONS ARE IMPORTANT
- PEOPLE-ORIENTED
- DOUBLE HORIZON (DOUBLE TRUTH)
- POLYCHRONIC
- EMOTIONAL
- PAST-ORIENTED
- BELIEVE PEOPLE
- DON'T SEPARATE FORMAL & INFORMAL
- USUALLY INDIRECT
- LOW UNCERTAINTY AVOIDANCE



REACTIVE

- HUMAN RELATIONSHIPS ARE IMPORTANT
- RESPECT-ORIENTED
- MUSTN'T LOSE FACE
- NEVER CONFRONT
- BOTH FACTUAL AND PERSONAL
- PRESENT-ORIENTED
- INSCRUTABLE
- VERY INDIRECT
- SILENT
- HIERARCHICAL



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