

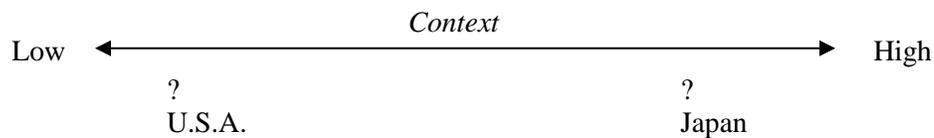
Cultural Dimensions by Edward Hall, Geert Hofstede and Others

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Feb. 1, 2018

NOTE: The scale used by Geert Hofstede ranges from 0 (low) to 100 (high).

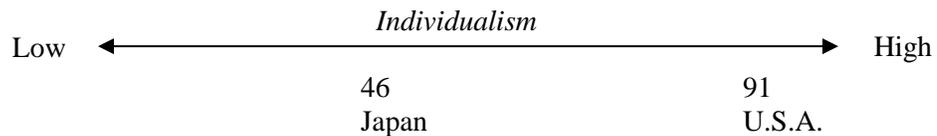
(1) High- / Low-Context Culture

- High-context: Most of the meaning is either implied by the physical setting or presumed to be part of the individual's internalized beliefs, values, norms, and social practices; very little is provided in the coded, explicit, transmitted part of the message.
- Low-context: The majority of information is vested in the explicit code.



(2) Individualist / Collectivist Culture

- Individualism: The ties between individuals are loose; everyone is expected to look after himself or herself and his or her immediate family.
- Collectivism: People from birth onwards are integrated into strong, cohesive ingroups, which throughout people's lifetime continue to protect them in exchange for unquestioning loyalty.



(3) High- / Low-“Uncertainty Avoidance” Culture

- The extent to which the members of a culture feel threatened by uncertain or unknown situations.

