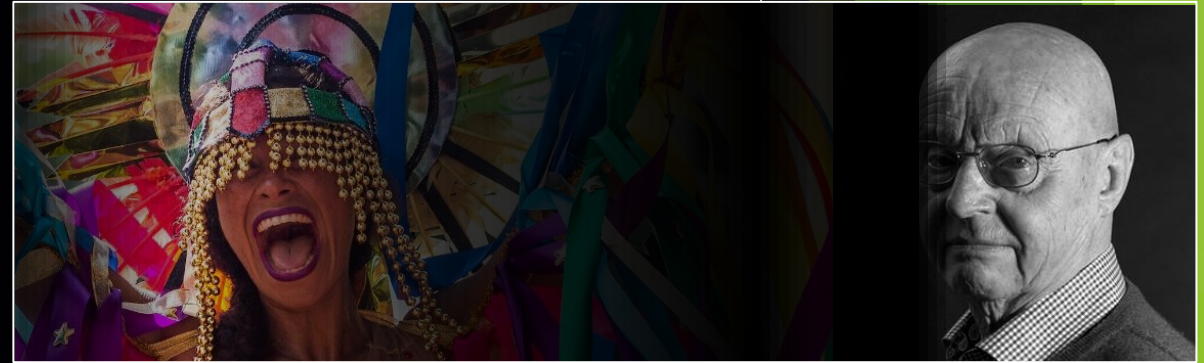


THE CULTURAL DIMENSIONS



A HOST OF OBSERVATIONS BASED ON
GEERT HOFSTEDE'S RESEARCH WORK

BULLFIGHTING



776.000 people attended a bullfight in Spain in 2022, a figure in constant decline. The number of bullfights has increased though by 8,5% since 2019, when there were 3,1 million attendants.

YOU WANT TO CONVINCe YOUR SPANISH UNCLE THAT BULLFIGHTING IS A PIECE OF



- ▶ What values and attitudes are fostered in each claim?
 1. Bullfighting requires too many subsidies and it's not that popular anymore.
 2. You must understand the bulls have rights too, and this show is cruel and ridiculous.
 3. I'm not sure why the bull attacks. What is your opinion? Maybe it feels threatened... At least I think I'd feel like that.
 4. I respect tradition, but I think human beings can tame nature without resorting to violence.
- ▶ Which would work best/worst? Why?



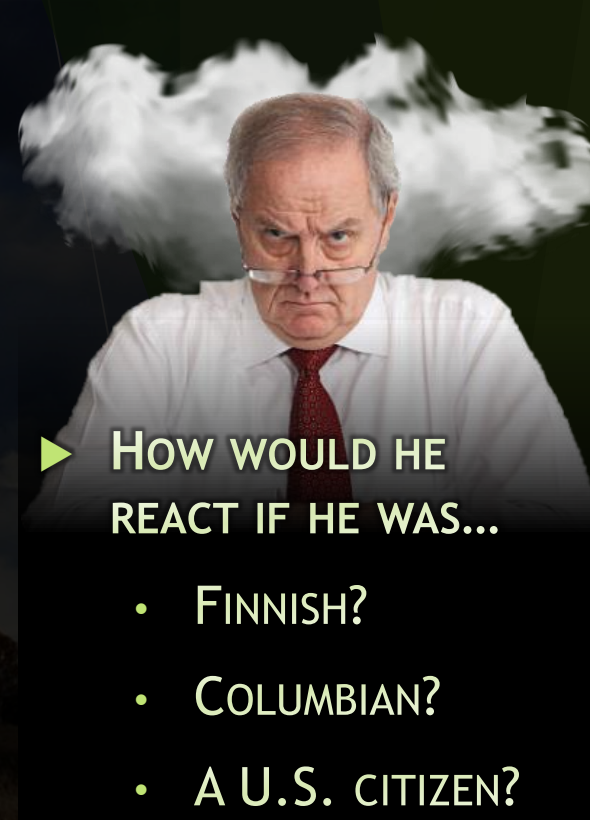
THE CULTURAL DIMENSIONS

1. Power Distance
2. Individualism
3. Masculinity
4. Uncertainty Avoidance
5. Long-Term Orientation
6. Indulgence

COUNTRY COMPARISON:
<https://www.hofstede-insights.com/fi/product/compare-countries/>

JEALOUS OF HIS NEIGHBOR'S CAR



- 
- ▶ HOW WOULD HE REACT IF HE WAS...
- FINNISH?
 - COLUMBIAN?
 - A U.S. CITIZEN?

OPTIONS

- HE'D WORK MORE.
- HE'D KEY THE CAR!
- OTHER?

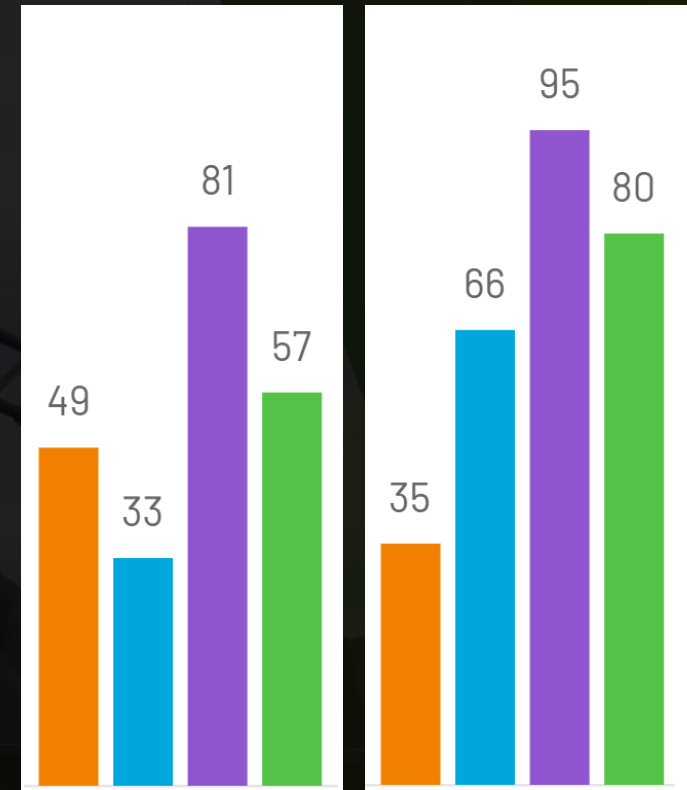
- ▶ WHY?

VERTICALITY

- ▶ Who could the driver blame for this accident? (Say all that come mind.)
- ▶ Do you find it easy to ask for help? How easy is it for you to say “no” if you don’t want to help?
- ▶ Do people get a very different treatment in your country depending on how they dress?
- ▶ Is it important for politicians to dress well if they want to succeed in your country?



POWER DISTANCE



● Argentina

● Finland

● Mexico

● Spain

● Costa Rica

● El Salvador

● Guatemala

● Honduras

PUBLIC AND PRIVATE SPHERES



▶ **COULD YOU WALK THROUGH THIS FOREST (NOT OWNED BY YOU) IF YOU WERE IN...**

- FINLAND?
- BRITAIN?
- CHILE?

▶ **HOW MUCH DO PEOPLE LITTER IN...**

- SPAIN?
- HONG KONG?
- ICELAND?

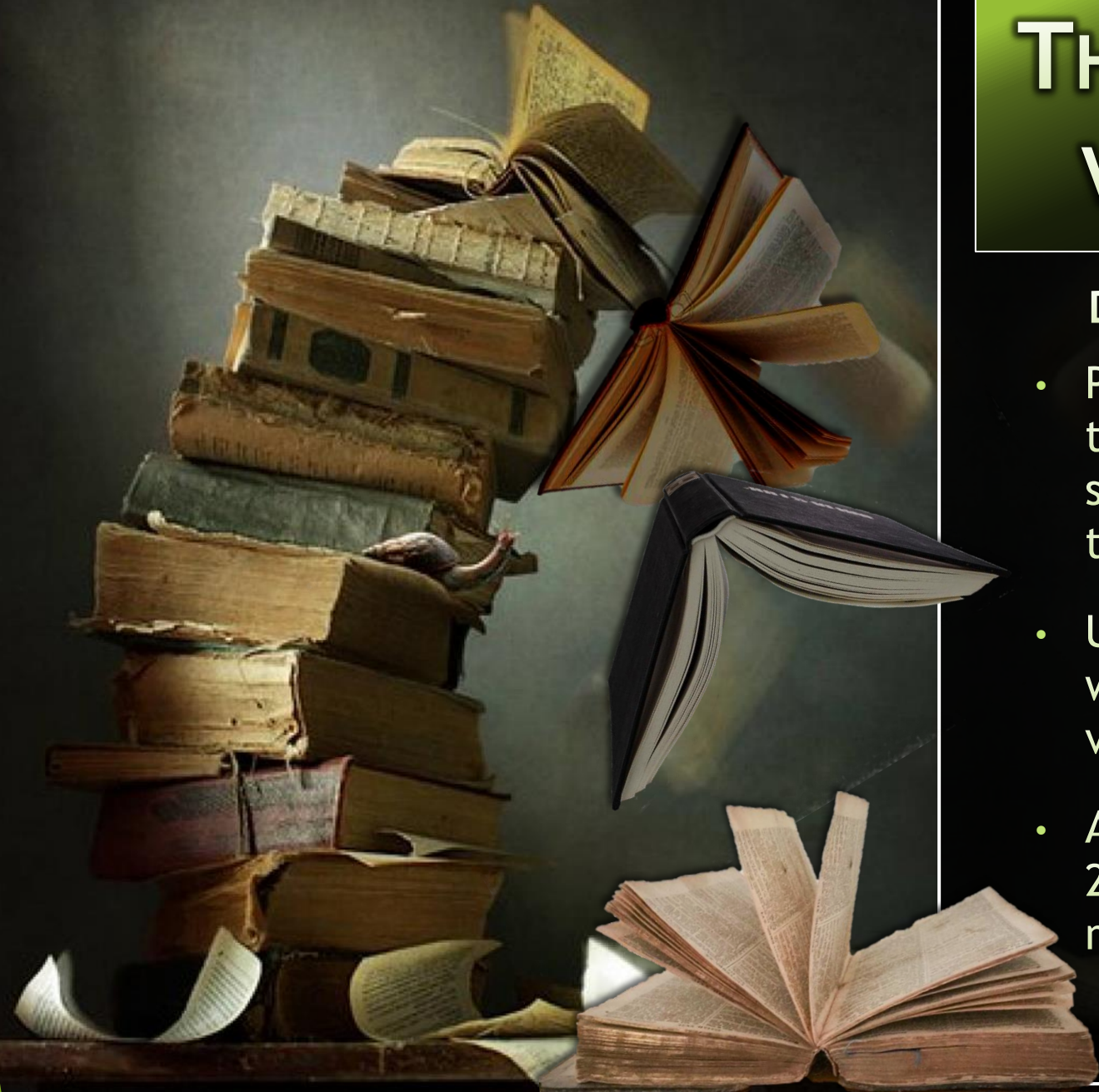
▶ **WHY?**



FUN WITH FLAGS

- ▶ WHICH OF THE FLAGS BELOW WOULD YOU PROBABLY FIND IN THE FOLLOWING PLACES (NUMBERS 1-4)?
- ▶ WHY?



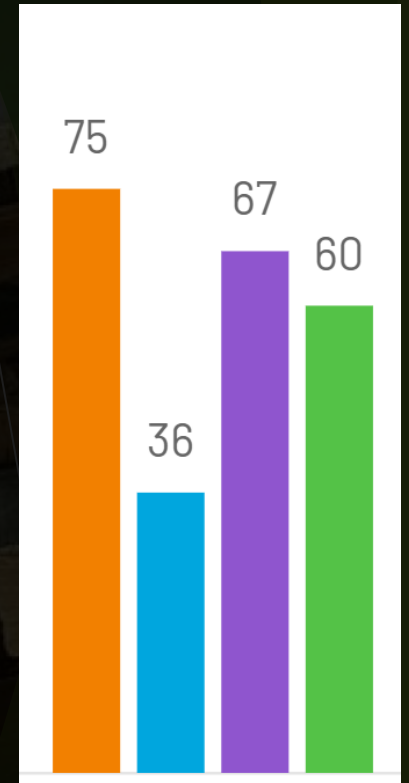


THE INDIVIDUAL VS. SOCIETY

DO YOU AGREE? WHY?

- People don't look after the library books because such books don't belong to anybody.
- Using the public transport without paying the fare is very unjust to everybody.
- As Donald Trump said in 2016, not paying taxes made him smart.

INDIVIDUALISM



- Finland
- Guatemala
- Spain
- USA



CORRUPTION

- ▶ THINK OF SOME EXAMPLES OF THE CORRUPT PRACTICES BELOW.
- ▶ IN YOUR OPINION, IN WHICH OF THE COUNTRIES BELOW ARE THESE CORRUPT PRACTICES MORE PROBABLE? WHY?

CORRUPT PRACTICES

- Fraud in public procurement
- Favoritism
- Small bribes

COUNTRIES

- El Salvador
- Spain
- Finland
- China

GROUND RULES

WHERE
ARE WE?
WHY?

- FINLAND
- JAPAN
- SPAIN





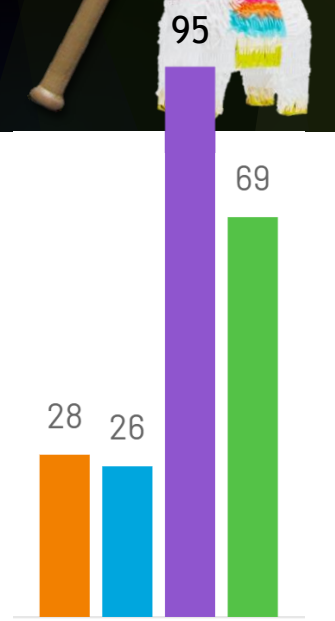
PIÑATA

- ▶ HOW IS THE CANDY DIVIDED...
 - IN FINLAND?
 - IN MEXICO?
- ▶ WHY?



MASCULINITY

- Chile
- Finland
- Japan
- Mexico



SOCIAL RELATIONSHIPS

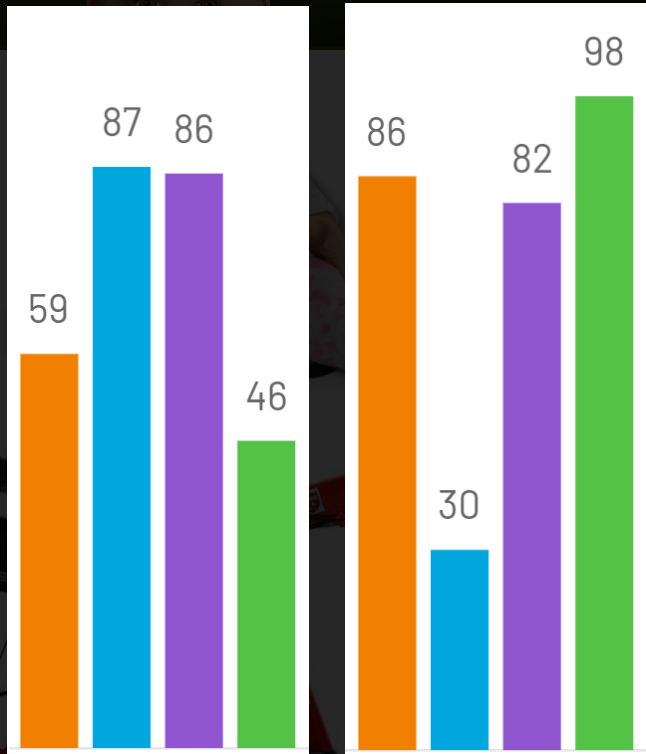


YOU ARE IN PACKAGE TRIP AND WANT TO STRIKE A CONVERSATION WITH THE PEOPLE SITTING IN FRONT OF YOU. ARRANGE THE FOLLOWING TOPICS FROM BETTER TO WORSE ACCORDING TO YOUR PREFERENCES:

1. What's your name?
2. Do you have any children?
3. Where are you from?
4. What do you do for a living?
5. Sunny day, isn't it?
6. I love your shirt.
7. Did you watch yesterday's match?

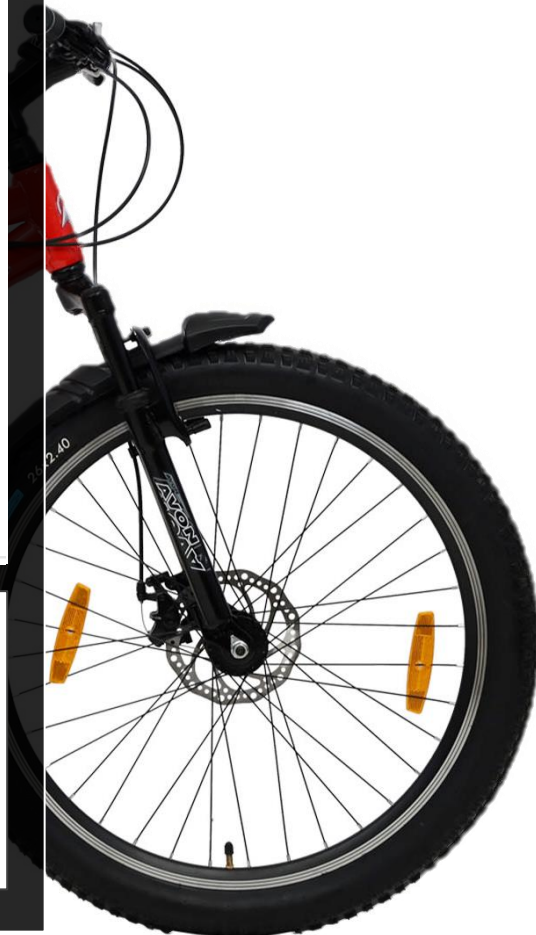
THE GEARS

UNCERTAINTY AVOIDANCE



● Finland
● Peru
● Spain
● USA

● Argentina
● China
● Mexico
● Uruguay



- ▶ What are the typical inspiration sources for babies' names in your culture? Nature? The ancestors?
- ▶ Is it typical in your culture to give old names a little twist so you can come up with a new original name for a baby?
- ▶ How open are the people in your culture to a new cultural trend? For instance, do many people start practicing any new sport that happens to become fashionable?

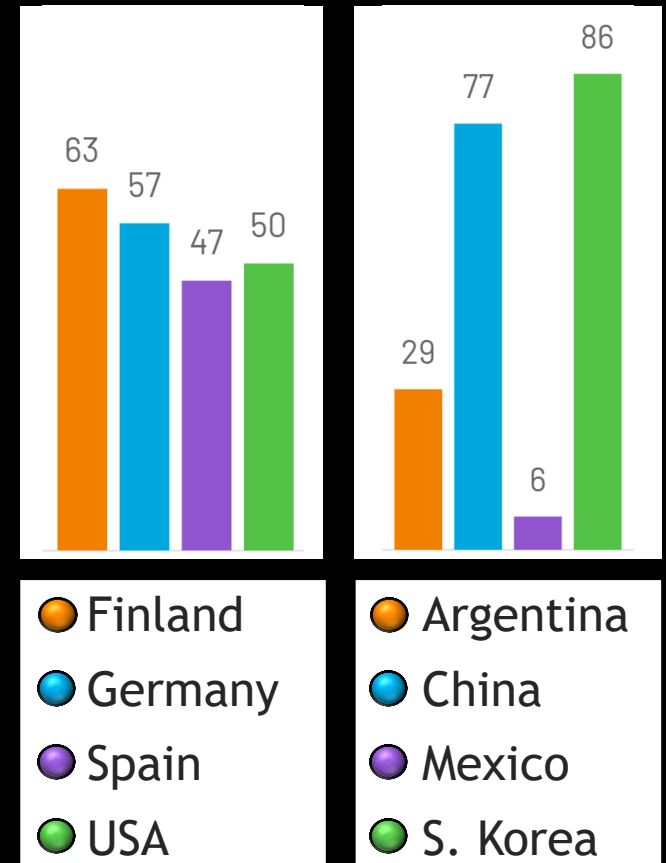
Eres de piñón fijo.
You are a fixed gear rider.

FORMAL INTERACTION

- ▶ You get an invitation to an important birthday, but you don't feel like going. What do you do? Why?
 - You go anyway.
 - You openly refuse to go.
 - You think of an excuse.
- ▶ How many guests are usually invited to weddings in your culture? Who pays for the wedding?
- ▶ How are the religious authorities elected in different religions / Churches?
- ▶ Who do the Catholics ask for help when praying?... Think again.



LONG-TERM ORIENTATION

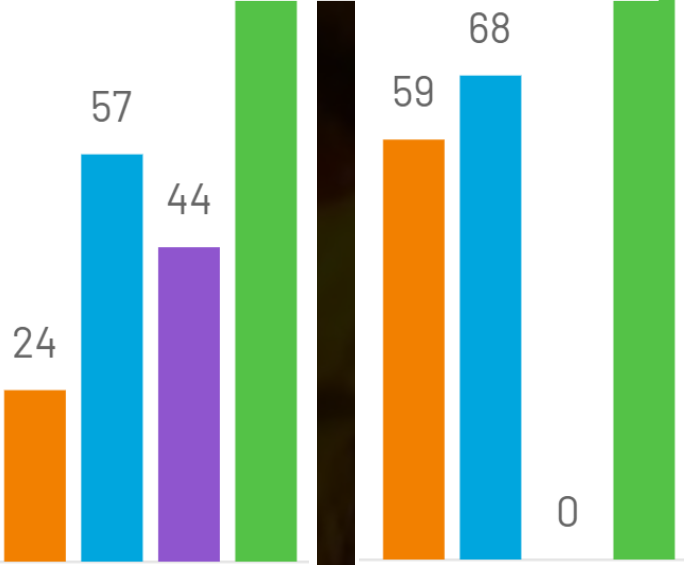


IMPULSIVENESS

100

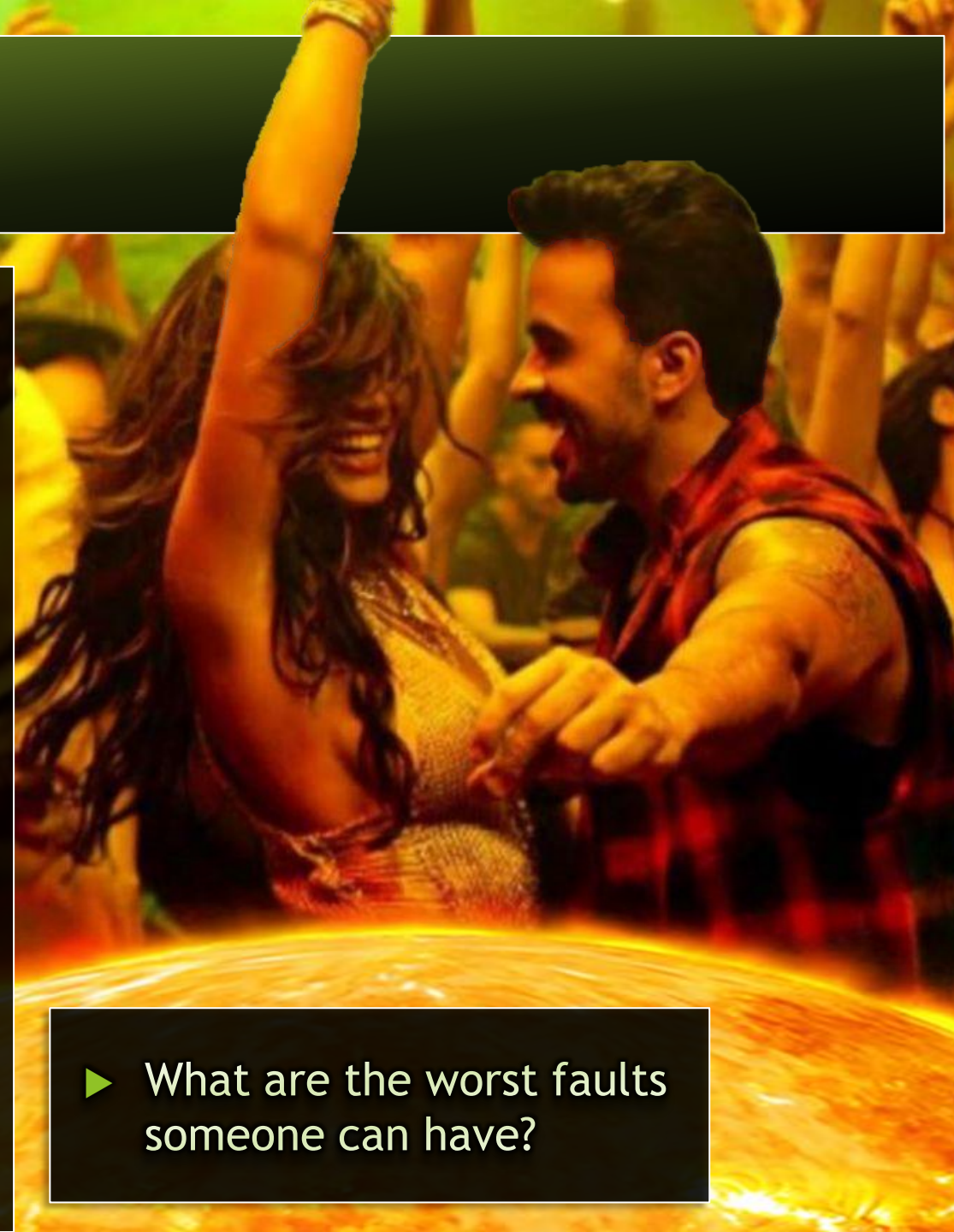
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INDULGENCE



- China
- Finland
- Spain
- Venezuela

- Brazil
- Chile
- Egypt
- Mexico



▶ What are the worst faults someone can have?

▶ HOW DOES PEOPLE IN YOUR CULTURE REACT WHEN SOMEONE...

- smiles a lot?
- tells jokes?
- talks loudly?
- gossips?
- dances publicly when music is played?
- wolfs his/her food down?
- drinks some beer or wine during a break at work?
- swears?
- is clumsy or a coward?