Cultural Survey Report

Name: first name last name
Country of interest: Australia
Country (born or/and raised): China
Your role: Subordinate

When reading your report, please do keep in mind that a person is a very complex system. A national or regional culture is a reflection of an even more complex system. The information provided in this report may be useful if taken into consideration, but please reflect about the results and don’t take them for granted. You may want to check and discuss the information presented to you with a well trusted person who knows you.
This report contains recommendations to help you avoid potential intercultural pitfalls. It will help you prepare yourself when dealing with different cultures by giving you an insight at
- Your “own culture” in comparison to other cultures
- How your culture as well as the one of your home country influences the way you understand the world around you
- The implication it has on your understanding of your target culture according to your role.

**Your personal recommendations**

Recommendations are generated when you score significantly different from your country of interest.

**There is a chance that:**

— you are getting surprised if not annoyed by the fact that your colleagues seem to keep their private life so much hidden away from you;
— you may be surprised to find out that your colleagues don’t care necessarily more about their family and friends than about strangers. Employing strangers is seen as normal if these are the most competent;
— you may feel at a loss if and when your colleagues don’t seem to care about you after work hours. They just leave you alone;
— You may find it difficult to accept that people first and foremost believe in themselves before they rely on others;
### The Dimensions of National Culture

The scores and Dimensions of National Culture (PDI, IDV, MAS, UAI) you see on the table (apart from yours) are the research outcomes of Professor Geert Hofstede studies on how values in the workplace are influenced by culture. The LTO Dimension was added in 1991 based on research by Michael Bond. To learn more about the research please go to [www.geert-hofstede.com](http://www.geert-hofstede.com).

The Dimensions of National Culture are the values that distinguish countries from each other by comparison.

The 5 Dimensions of National Culture are:

**Power Distance (PDI)**
The extent to which the less powerful members of society accept that power is distributed unequally

**Individualism versus Collectivism (IDV)**
Collectivism: people belong to in-groups (families, clans or organisations) who look after them in exchange for loyalty. Individualism: people look after themselves and their immediate family only

**Masculinity versus Femininity (MAS)**
Femininity: the dominant values in society are caring for others and quality of life. Masculinity: the dominant values are achievement and success.

**Uncertainty Avoidance (UAI)**
The extent to which people feel threatened by uncertainty and ambiguity and try to avoid such situations.

**Long Term Orientation (LTO)**
The extent to which a society shows a pragmatic future-oriented perspective rather than a conventional historical or short-term point of view.

The country scores on the dimensions are relative - societies are compared to other societies. A country score is meaningless unless compared to another country.


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### Table: Dimensions of National Culture

<table>
<thead>
<tr>
<th>My Score</th>
<th>PDI</th>
<th>IDV</th>
<th>MAS</th>
<th>UAI</th>
<th>LTO</th>
<th>DELTA</th>
</tr>
</thead>
<tbody>
<tr>
<td>My country of interest (Australia)</td>
<td>39</td>
<td>39</td>
<td>32</td>
<td>50</td>
<td>47</td>
<td>102</td>
</tr>
<tr>
<td>My &quot;home&quot; country (China)</td>
<td>74</td>
<td>16</td>
<td>58</td>
<td>21</td>
<td>100</td>
<td>113</td>
</tr>
<tr>
<td>Cultures scoring most similar to me</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iran</td>
<td>51</td>
<td>41</td>
<td>36</td>
<td>49</td>
<td></td>
<td>19</td>
</tr>
<tr>
<td>Estonia</td>
<td>31</td>
<td>64</td>
<td>24</td>
<td>50</td>
<td></td>
<td>41</td>
</tr>
<tr>
<td>East Africa</td>
<td>57</td>
<td>25</td>
<td>34</td>
<td>42</td>
<td>21</td>
<td>42</td>
</tr>
<tr>
<td>Namibia</td>
<td>58</td>
<td>28</td>
<td>33</td>
<td>36</td>
<td>30</td>
<td>45</td>
</tr>
<tr>
<td>Jordan</td>
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<td>28</td>
<td>38</td>
<td>55</td>
<td>30</td>
<td>46</td>
</tr>
<tr>
<td>Cultures scoring most different from me</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denmark</td>
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<td>80</td>
<td>10</td>
<td>14</td>
<td>39</td>
<td>130</td>
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<tr>
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<td>0</td>
<td>30</td>
<td>89</td>
<td></td>
<td>131</td>
</tr>
<tr>
<td>Slovakia</td>
<td>100</td>
<td>54</td>
<td>100</td>
<td>41</td>
<td>32</td>
<td>153</td>
</tr>
</tbody>
</table>

Note that dimension scores are brought to a scale of 0 - 100 to make them comparable to your personal scores. Hofstede's dimensions are based on scientific research.

Your survey results are only an approximation to Hofstede's dimensions and not scientifically valid, not least because culture does not exist on an individual level.
Accurately connect the human factors to profit making by offering more concrete development, research tools and methods for human resources. More: www.feedbackdialog.com

Itim international offers its clients services to ensure culture is looked at within the overall business. Services that serve different purposes and range from becoming aware of the impact of culture to using culture as key component in challenging projects such as post-merger integration. More: itim.org

The Hofstede Centre and its partners offer a wide variety of certification courses, management courses, and webinars. More: geert-hofstede.com