

Group Exercise /Presentation

You can find all the information needed for this exercise looking at the links in the list at the end of these instructions.

Group 1: Please prepare your presentation focussing on the dimension `Power Distance`.

Please be aware, that a high number on this scale does not say anything about whether the people who accept the unequal distribution of power like the status quo. It just means, there has not been done enough (yet) that would bring about change. It is possible that people like it the way it is, as well as it is possible, that they do not like it. To find out more about that, you would have to take a closer look at what is happening in the country in question.

Group 2: Please prepare your presentation focussing on the dimension `Masculinity vs Femininity`.

Please be aware, that masculinity and femininity are concepts of gender identity that therefore, are shaped and influenced by socio cultural processes. These processes are influenced by culture as well as individuals. This means, that concepts of gender identity are subject to influences and change. One could wonder, if it makes sense, to name a cultural dimension using these terms. However, what Hofstede and his team want to focus on here is basically to find out whether a society is shaped more by the concept of ambition and achievement or by the concept of nurture and the quality of life.

Group 3: Please prepare your presentation focussing on the dimension `Individualism vs collectivism`.

Group 4: Please prepare your presentation focussing on the dimension `Indulgence vs Restraint`.

This dimension is about how much we allow ourselves to enjoy the good things in life – in countries with high numbers on this scale, it can also mean, that it will be expected by others that one would indulge in a specific moment rather than be thoughtful about one's own resources.

Preparation (individually):

- Read up on Geert Hofstede's model of cultural dimensions focussing only on the dimension that you have been assigned, using the links I have listed below.
- Do a country comparison between the country that you have been raised in and Germany. - If it is Germany, pick a country of your interest. Read the results in full length.

Group preparation:

-Discuss what you learned and what you think about it in your group.

- Prepare a group presentation including the following:

1. Explain your assigned dimension using slides or a poster, referring to several specific examples that will illustrate, what the dimension is about.
2. Look at the differences in the countries numbers and talk about what you think about the numbers of the country that you have been raised in – would you agree or do you have a different impression? Why do you think, the numbers are the way they are, what contributes to it in that country? Do you think, something is changing?
3. Also look at the highest and lowest ranking countries. Read up on them using the country comparison tool from the hofstede-insights page and give some information on why the numbers are high or low also referring to specific examples. In your group presentation, you should include each of the group members saying something about their own country and someone saying something about the highest and lowest ranking countries. If more than one person is from the same country, you do not have to repeat that of course, you can choose, however, to focus on different specific examples from that country that different people can present.

Make sure to check out these links before you start working:

Short biography of Geert Hofstede

<https://geerthofstede.com/geert-hofstede-biography/>

Read the information on this page about what Hofstede thinks about why culture is so important:

<https://geerthofstede.com/>

Short summaries of Hofstede's cultural dimensions:

<https://hi.hofstede-insights.com/national-culture>

Dimensions on the world map:

<https://geerthofstede.com/culture-geert-hofstede-gert-jan-hofstede/6d-model-of-national-culture/>

Country comparison tool:

<https://www.hofstede-insights.com/country-comparison/>

Comparison of country scores for the different dimensions -if you click on the dimensions (middle of page) you get to a page where the scores are listed:

<https://clearlycultural.com/geert-hofstede-cultural-dimensions/>