

Introduction:

For this activity, participants will refer to the Hofstede Insights [website](#) and explore the cultural proclivities of their own cultures as well as compare them with others' cultures, understanding that these are generalizations. Participants will examine the generalizations presented on the website and reflect on the complex nuances that are excluded from these over-simplified categories.

Objectives:

As a result of this activity, participants will be able to:

1. Understand how simple descriptions of cultural proclivities are often only generalizations that explain cultural aspects on a superficial level.
2. Explore the proclivities of their own cultures and compare them to other cultures according to the Hofstede Insights [website](#).
3. Fill in the gaps in the information provided by the Hofstede Insights [website](#) by engaging in more substantial discussion about the nuances of their own culture.

Time:

1 hour.

Group Size:

Small group.

Materials:

See Participant Instructions (in [Downloads](#)).

Intercultural Development Continuum Stages:

- Denial
- Polarization
- Minimization
- Acceptance

AAC&U Intercultural Knowledge and Competence Goals:

Cultural Self-Awareness:

- To articulate insights into own cultural rules and biases (e.g., seeking complexity; aware of how their experiences have shaped these rules, and how to recognize and respond to cultural biases, resulting in a shift in self-description).

Knowledge of Cultural Frameworks:

- To demonstrate sophisticated understanding of the complexity of elements important to members of another culture in relation to its history, values, politics, communication styles, economy, or beliefs and practices.

Other Skills:

Diversity, Equity, and Inclusion.

Activity Instructions:

1. Go to the Hofstede Insights [website](#) and select your country in the dropdown menu to see the value for the 6 dimensions: Power Distance, Individualism, Masculinity, Uncertain Avoidance, Long Term Avoidance, and Indulgence. Then click on “Read More About Chosen Countries” and take 10 minutes to read the description of the 6 dimensions. Note: You may not find your country listed. In this case, choose a country you feel shares some similarities with your own.
2. Small group discussion (15 minutes). Ask:
 - Did you line up perfectly with the categories? Did others?
 - In what ways did you and others line up with the categories?
 - In what ways did you and others differ from the categories?
 - How did/would you feel if you didn't find your country listed?
3. Now type in a different country and read the description of the 6 dimensions for that country (15 minutes). Ask:
 - What stereotypes or negative perceptions might come up when looking at the description of another country?
 - What are the potential dangers of using a website like this? When can it be beneficial?
 - What can you do to mitigate the risks of stereotyping?
4. When might it be useful to get a bird's eye view of multiple countries? (10 minutes). Ask:
 - How does comparing 2 countries change what stereotypes or negative perceptions come up?
 - When might it be useful to compare 2 or more countries?

- What other sources of information can you use to supplement this generalized bird's eye view?
5. Whole class debrief (10 minutes). Discuss your experience of using the Hofstede Insights [website](#).

Related Tools:

- [Hofstede Round Robin](#)
- [Hofstede Value Dimensions Only Country Comparison Tool](#)