

- power distance,
- individualism vs collectivism
- masculinity, and femininity
- Uncertainty avoidance.

This cultural typology is based on the findings of several studies (i.e., Hofstede, 1979-1984). According to Hofstede (1984),

power distance is the extent to which the less powerful individuals in a society accept inequality in power and consider it as normal. Although inequality exists within every culture, the degree to which it is accepted varies from culture to culture.

Individualist cultures are defined by Hofstede as being those societies where individuals are primarily concerned with their own interests and the interests of their immediate family. Collectivist cultures, in contrast, assume that individuals belong to one or more "in-groups" (e.g., extended family, clan, or other organization) from which they cannot detach themselves. The "in-group" protects the interest of its members and in turn expects their permanent loyalty.

Masculinity, according to Hofstede, is the extent to which individuals in a society expect men (as opposed to women) to be assertive, ambitious, competitive, to strive for material success, and to respect whatever is big, strong and fast.

Masculine cultures expect women to serve and to care for the non-material quality of life, for children, and for the weak. **Feminine cultures**, on the other hand, define relatively overlapping social roles for both sexes with neither men nor women needing to be overly ambitious or competitive.

NB Masculine cultures value material success and assertiveness while feminine cultures value qualities such as interpersonal relationships and concern for the weak.

Uncertainty avoidance is defined as the extent to which individuals within a culture are made nervous by situations that are unstructured, unclear, or unpredictable, and the extent to which these individuals attempt to avoid such situations by adopting strict codes of behavior and a belief in absolute truth.

Cultures with strong uncertainty avoidance are active, aggressive, emotional, security-seeking, and intolerant. On the other hand, cultures with weak uncertainty avoidance are contemplative, less aggressive, unemotional, accepting of personal risk, and relatively tolerant.