

Sixth dimension synthetic culture profiles

n.b. for background consult Geert Hofstede, Gert Jan Hofstede & Michael Minkov (2010) *Cultures and Organizations*, 3rd ed, McGraw-Hill. See www.geerthofstede.com.

Extremely indulgent (Indul)

Core value: pleasure in life

Core distinction: happy / unhappy

Opposite: Restr

Seven key elements:

1. Doing what you like is good.
2. Touching and smiling is normal.
3. Being happy and healthy is normal.
4. Life is my own to live.
5. Leisure and holidays are important.
6. Spending money is fun.
7. Making friends is good.

Words with a positive connotation: fun, laugh, dance, leisure, play, like to, sex, freedom, vary, spend, extraverted, optimistic

Words with a negative connotation: duty, serious, have to, prohibit, curb, limit, discipline, order, formal, pure, cynical, pessimistic

Induls at a glance:

language: Induls like to chat, laugh and talk in a lively way.

nonverbal: Induls like to touch, whether in a friendly or in an unfriendly way.

stereotypes: Induls are undisciplined and they invade your space.

evaluation: Induls seem to always be in a good mood.

stress: Induls will not get stressed, because they release any impulse as soon as they feel it.

Gender roles: Men and women might play any role. They might also switch roles.

Men might fight for fun or for real.

Extremely restrained (Restr)

Core value: duty

Core distinction: have to / don't have to

Opposite: Indul

Seven key elements:

1. Doing what you like is a slight of duty.
2. Interpersonal distance and seriousness are normal.
3. Having ailments is normal.
4. Life is a fate to bear.
5. Leisure and holidays are not important.
6. Spending money is a waste.
7. One has no time for friends.

Words with a positive connotation: duty, serious, have to, prohibit, curb, limit, discipline, order, formal, pure, cynical, pessimistic

Words with a negative connotation: fun, laugh, dance, leisure, play, like to, sex, freedom, vary, spend, extraverted, optimistic

Restrs at a glance:

language: Restrs are soft-spoken and serious and.

nonverbal: Restrs keep their physical distance and do not show emotions.

stereotypes: Restrs are stressed and cold.

evaluation: Restrs seem to always be in a bad mood.

stress: Restrs are always under some pressure from containing their impulses.

Gender roles: A priori, men and women might play any role. But those roles will be tightly delimited; changing role is not allowed. Women are more likely to be at home than men.