

Stereotyping

When Cultures Collide

Seeing the differences

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British
Germans
Italians
Spaniards
Swedes

Hypocritical
Cowardly
Sex-mad
Arrogant
Lazy

Stereotyping

Obsessed with fashion
Slow-thinking
Insincere
Obsessed with tradition
Mean
Reserved
Obsessed with food

Please answer the question sincerely: how, in your opinion, should the problem of food scarcity be solved in many countries in the world?

In Africa
In France
In Western Europe
In China
In the Middle East

In South America
In North America

In Eastern Europe

Nobody knew what food was.
Nobody knew what sincerely was.
Nobody knew what scarcity was.
Nobody knew what 'your opinion' was.
Nobody knew what 'solving the problem' was.
Nobody knew what 'please' meant.
Nobody knew that there were other countries in the world.
They said they would not fill in the questionnaire before the pollster drank with them.

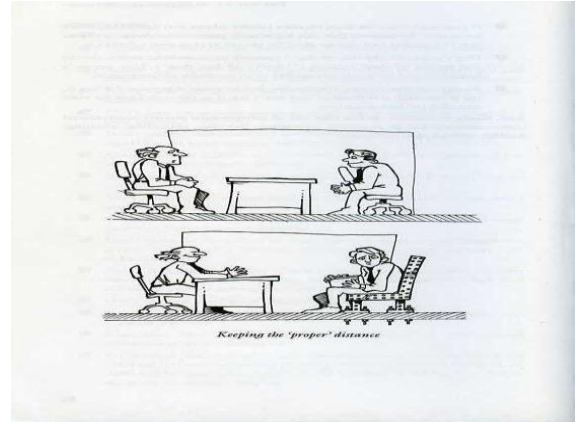
Similarities vs differences

- Differences prevail (= win)
- Over 300 cultures in the world
- Over 70 panhuman research categories

- The body
- The heart
- The mind

Culture and the body

- Left-handedness
- Beginning of puberty
- Voice
- Colour blindness
- Bladder and bowel control
- Proximity zone



Observation checklist

- Sitting
- Passing things
- Greeting
- Walking through the door
- Touching each other
- Sneezing, belching, spitting
- Walking past people
- Etc.

Culture and the mind

The future lies ahead of us
and the past behind of us?

Is that logical?

Time

- Don't assume your way is THE way
- Be ready for different approaches
- See other ways as valid
- Try to avoid 'good', 'bad', 'better', 'right' cross-culturally

- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19
20 21 22 24
- 1 2 3 4 5 6 7 8 9 10 11 12 (a.m.)
1 2 3 4 5 6 7 8 9 10 11 12 (p.m.)
- 1 2 3 4 5 6
1 2 3 4 5 6
1 2 3 4 5 6
1 2 3 4 5 6

Time

Half seven

6.30?

7.30?

Time

- Time is money
- You're wasting my time
- That flat tire cost me an hour
- I've invested a lot of time in her
- You're running out of time
- Is that worth a while?
- Do we have much time left?
- Thank you for your time

Time

Speakers of Spanish say:

– *mañana* = tomorrow?

English speakers say:

– I'll be ready in a minute!

– I'll be there in a second!

Frenchmen say:

– J'arrive!

What century are we living in?

- 21st?
- 58th?
- 15th?

- Few things are universal
- Our concept of time is not THE concept of time
- Observe people's concepts of time

Linguistics

- Children like toys. S V O
- Children toys like.
- Like children toys.
- Like toys children.
- Toys children like.
- Toys like children.

Let's think

- Punctuation
- Left-to-right
- Top-to-bottom
- Addressing the envelope
- We

Culture and your heart

- Likes
- Dislikes
- Preferences
 - »Heart?
 - »Stomach?
 - »Head?
 - »Other parts of the body?

Aren't emotions the same everywhere?

- Basic human emotions:
 - » Happiness
 - » Sadness
 - » Fear
 - » Anger
 - » Surprise
- Facial expressions may be different
- Emotional expressions may have different meanings; eg. Laughter 😊

How do you see yourself?

- gender
- ethnicity
- job/profession
- pastime/pursuit
- family role
- religion
- tribe/culture
- nation
- age
- education
- sexuality
- area of residence
- region of birth

Social Stratification

- Occupational and elite stratification
- Distinction based on present possession of property but not hereditary
- Absence of significant class distinction; stratification by skill, wisdom, valour, piety

32% 20% 48%

- self-confident
- unemotional
- reliable
- emotional
- easygoing
- ambitious
- serious
- aggressive
- good sense of humour
- loyal
- attractive
- assertive
- punctual
- independent
- takes risks
- thorough
- cooperative
- can admit mistakes
- obedient
- honest
- passive
- helpful
- excitable
- competitive
- easily influenced
- patient
- industrious
- flexible
- active
- takes initiative
- humble
- pious
- sexy
- responsible
- conservative
- calm

Values

- We don't agree on the fundamentals of life across cultures
- What is important to you is not necessarily important to other cultures
- People in different cultures are not necessarily trying to achieve the same things as you
- Cultures may share the same values but try to achieve them differently



American Culture

- Both animals and people have 'legs', 'necks' and 'backs'
- Animals get nervous
- Animals have hospitals and cemeteries
- Man is physically strong
- A bull has feelings of pain and sorrow

Spanish Culture

- There are distinct words for the 'legs', 'necks' and 'backs' of people and animals
- Animals do not get nervous
- Animals do not have hospitals and cemeteries
- Man is not physically strong but is skillful and intelligent
- A bull is strong but not skillful and intelligent

Four dimensions

1. Power Distance (dystans do władzy)
2. Uncertainty Avoidance (unikanie niepewności)
3. Individualism (indywidualizm)
4. Masculinity (męskość)

High power distance

- Social inequality accepted
- Exercising power is natural
- Submitting to power is natural
- Superior does not consult subordinates
- Subordinates submit even if power abused
- High position in hierarchy means high status and high salaries

Low power distance

- Position in hierarchy is temporary
- People are equal
- People do not accept status differentiation
- Wages cannot be divergent
- Subordinates can initiate contact and ask questions
- Subordinates are partners
- Decentralised company structure

Power distance

Philippines	94	Japan	54
Mexico	81	Italy	54
Venezuela	81	South Africa	49
India	77	Argentina	49
Singapore	74	U.S.A.	40
Brazil	69	Canada	39
Hong Kong	68	Netherlands	38
France	68	Australia	36
Colombia	67	Germany (F.R.)	35
Turkey	66	Great Britain	35
Belgium	65	Switzerland	34
Peru	64	Finland	33
Thailand	64	Norway	31
Chile	63	Sweden	31
Portugal	63	Ireland	28
Greece	60	New Zealand	22
Iran	58	Denmark	18
Taiwan	58	Israel	13
Spain	57	Austria	11
Pakistan	55		

Low or high power distance?

1. Government tends to be autocratic.
2. There are large wage differences.
3. There is small proportion of supervisory personnel.
4. Employees feel it is possible to disagree with their boss.
5. People feel that powerholders are entitled to privileges.
6. If political parties exist there is polarisation between left and right with weak centre.

High uncertainty avoidance culture

- Tend to minimize uncertainty
- Prefer things to be fixed and clear-out
- See things in black and white/one answer
- Like stability
- Dislike change
- Laws, procedures and rules help
- Punctuality and accuracy

Low uncertainty avoidance culture

- Uncertainty is natural element of reality
- Avoid formalization
- Being different is interesting and inspiring
- Innovation and creativity are welcome
- Aggression and emotions are not welcome
- Multitude of answers and solutions
- Recognition and achievements

Uncertainty avoidance

Greece	112	Thailand	64
Portugal	104	Iran	59
Belgium	94	Finland	59
Japan	92	Switzerland	58
Peru	87	Netherlands	53
France	86	Australia	51
Chile	86	Norway	50
Spain	86	South Africa	49
Argentina	86	New Zealand	49
Turkey	85	Canada	48
Mexico	82	U.S.A.	46
Israel	81	Philippines	43
Colombia	80	India	40
Venezuela	76	Great Britain	35
Brazil	76	Ireland	35
Italy	75	Hong Kong	29
Pakistan	70	Sweden	29
Austria	70	Denmark	23
Taiwan	69	Singapore	8
Germany (F.R.)	65		

Low or high uncertainty avoidance?

1. There are lower speed limits and fewer fatal accidents.
2. There are fewer nurses per doctor.
3. There is more tolerance for citizen protest.
4. Competition between employees is not welcome.
5. Loyalty to employer is a virtue.
6. Conflict in organisation is desirable.
7. The average age in senior-level jobs is high.
8. There is emotional resistance to change.

Collective culture

- Individuals are parts of some groups
- Membership of different groups defines position in society
- Multigenerational families
- No individual opinions
- Group loyalty
- Giving up individual needs
- Family and connections in employment
- Human relations more important than achieving goals

Individual culture

- Individuals are independent
- They build their status themselves
- Limited family relations
- Conflict can be inspiring
- Expressing opinions is natural
- Employment by contract between employer and employee
- Purpose is important

Individualism

U.S.A.	91	India	48
Australia	90	Japan	46
Great Britain	89	Argentina	46
Canada	80	Iran	41
Netherlands	80	Brazil	38
New Zealand	79	Turkey	37
Italy	76	Greece	35
Belgium	75	Philippines	32
Denmark	74	Mexico	30
Sweden	71	Portugal	27
France	71	Hong Kong	25
Iceland	70	Chile	23
Norway	69	Singapore	20
Switzerland	68	Thailand	20
Germany (F.R.)	67	Taiwan	17
South Africa	65	Peru	16
Finland	63	Pakistan	14
Austria	55	Colombia	13
Israel	54	Venezuela	12
Spain	51		

• Theoretical range: 100-0.

Individual or collective?

1. Training and use of skills are important.
2. Freedom and challenge are important.
3. Security is more important.
4. Autonomy is more important.
5. Individual initiative is welcome.
6. Loyalty and sense of duty are welcome.
7. Employees expect organisation to defend their interests.
8. There tends to be more press freedom.

Masculine culture

- Competition
- Achievement
- Agressive
- Assertive
- Money and materialism
- Conflicts solved by fight
- Work is the essence

Feminine culture

- Care
- Protection
- Weak individuals are protected
- Modesty
- Humbleness
- Obedience
- People and relations are important
- Conflicts solved by negotiation and cooperation

Masculinity

Japan	95	Canada	52
Austria	79	Pakistan	50
Venezuela	73	Brazil	49
Italy	70	Singapore	48
Switzerland	70	Israel	47
Mexico	69	Turkey	45
Ireland	68	Taiwan	45
Great Britain	66	Iran	43
Germany (F.R.)	66	France	43
Philippines	64	Spain	42
Colombia	64	Peru	42
South Africa	63	Thailand	34
U.S.A.	62	Portugal	31
Australia	61	Chile	28
New Zealand	58	Finland	26
Greece	57	Denmark	16
Hong Kong	57	Netherlands	14
Argentina	56	Norway	8
India	56	Sweden	5
Belgium	54		

Masculinity or feminity

1. There is strong belief in group decisions.
2. Work is less central in people's lives.
3. People prefer more salary to shorter working hours.
4. There is higher job stress.
5. Women occupy fewer more qualified and better-paid jobs.
6. Slower car driving and fewer accidents.
7. If needed company can interfere with people's private lives.
8. The country gives more aid.

Ethnocentrism

My group/race/culture
is
the centre of everything

1. You should look people in the eye.
2. Mothers should do everything possible to take care of their children.
3. Bowing to someone shows politeness and respect.
4. What is your Christian name?
5. What is your first name?
6. Wives should obey their husbands.
7. Teachers should dress politely.
8. Bosses shouldn't reprimand their staff.
9. People become adults when they are 18.
10. Conflicts between children and parents are natural.
11. People are jealous when they see sb drive past in a luxury car.
12. You don't need to contact friends before visiting them.

Important

- x This is normal.
- v This is what we believe is normal. It may not be true in all cultures.
- x that's impolite.
- v That is what we regard as impolite. It may not be so in all cultures.

Sum up

- Our culture is not better than other cultures.
- Our language is not better than other languages.
- Other cultures are not necessarily trying to achieve the same things as you. They may have other values.

Sum up

- Other cultures may be trying to achieve the same things as you but in a very different way.
- Accept that your behaviour stems from a set of cultural values. It is biased and subjective.
- Don't assume that your way is the way. Be ready for different approaches.