

Value Dimensions of Culture and National Difference

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You're probably asking yourself, what can we learn about different cultures. Well.....

Overview of Questions

- Are there universal dimensions on which to compare cultures?
- Where do such dimensions come from?
- Theory of 3 cultural value dimensions
- Characterizing & comparing 74 national cultures & world cultural regions
- Alternative approaches—same world?

Types of Country Differences

- Basic Cultural Orientations
 - Fundamental ways of defining reality
 - Underlying, taken-for-granted normative system
- Prevailing value emphases in society express cultural orientations most directly
- Values are underlying conceptions of good & desirable (e.g., success, justice, freedom, order)

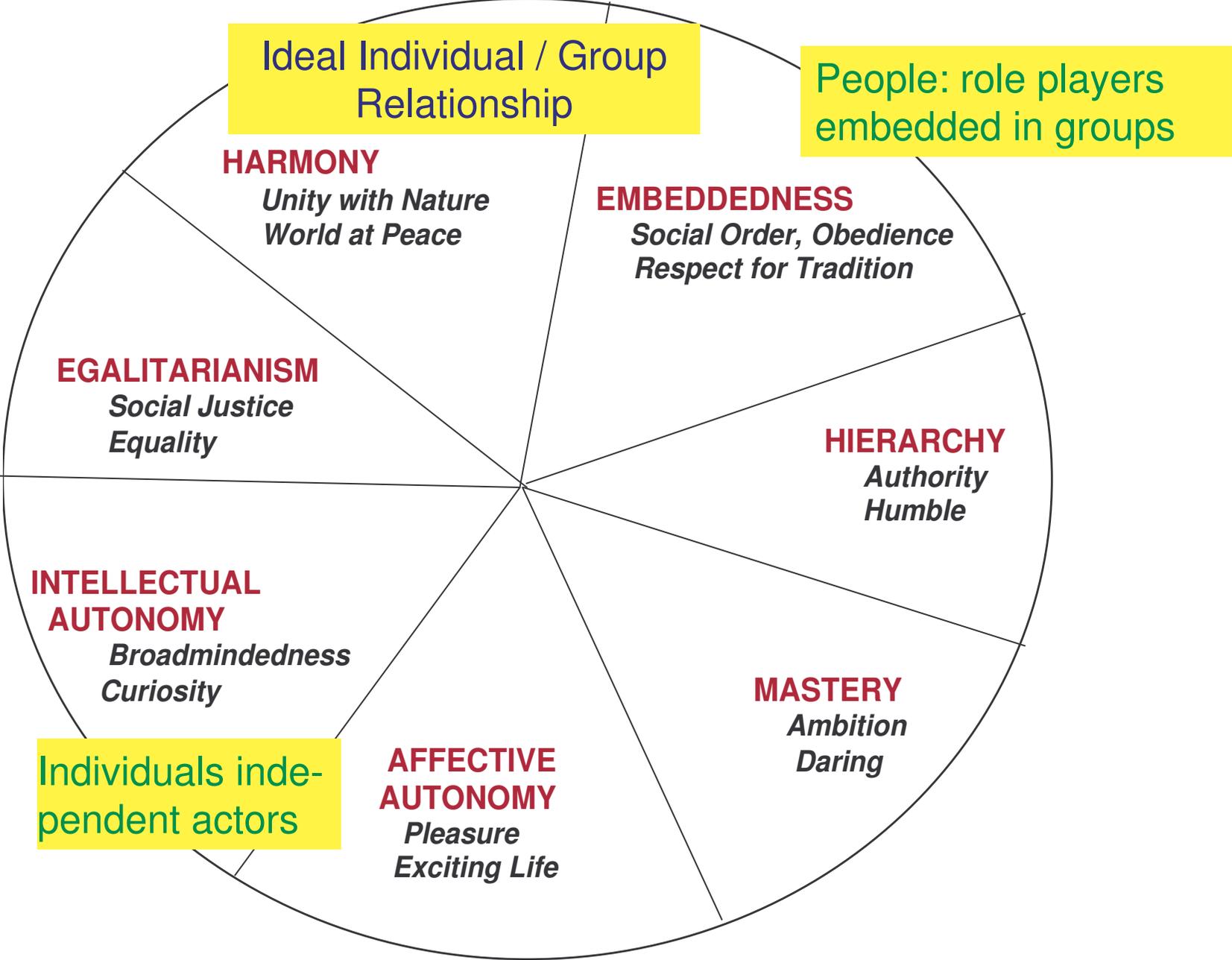
Prevailing value emphases

- Value emphases are expressed in daily practices, ways of thinking and ways institutions function .
- Value emphases generate, justify and support societal institutions
 - *ambition & success* ↔ *competitive legal, market, education systems*
- Value emphases are implicit standards: evaluate and promote actions, norms, policies in everyday settings
 - *modesty & obedience* ↔ *widespread conformity norms and behavior*

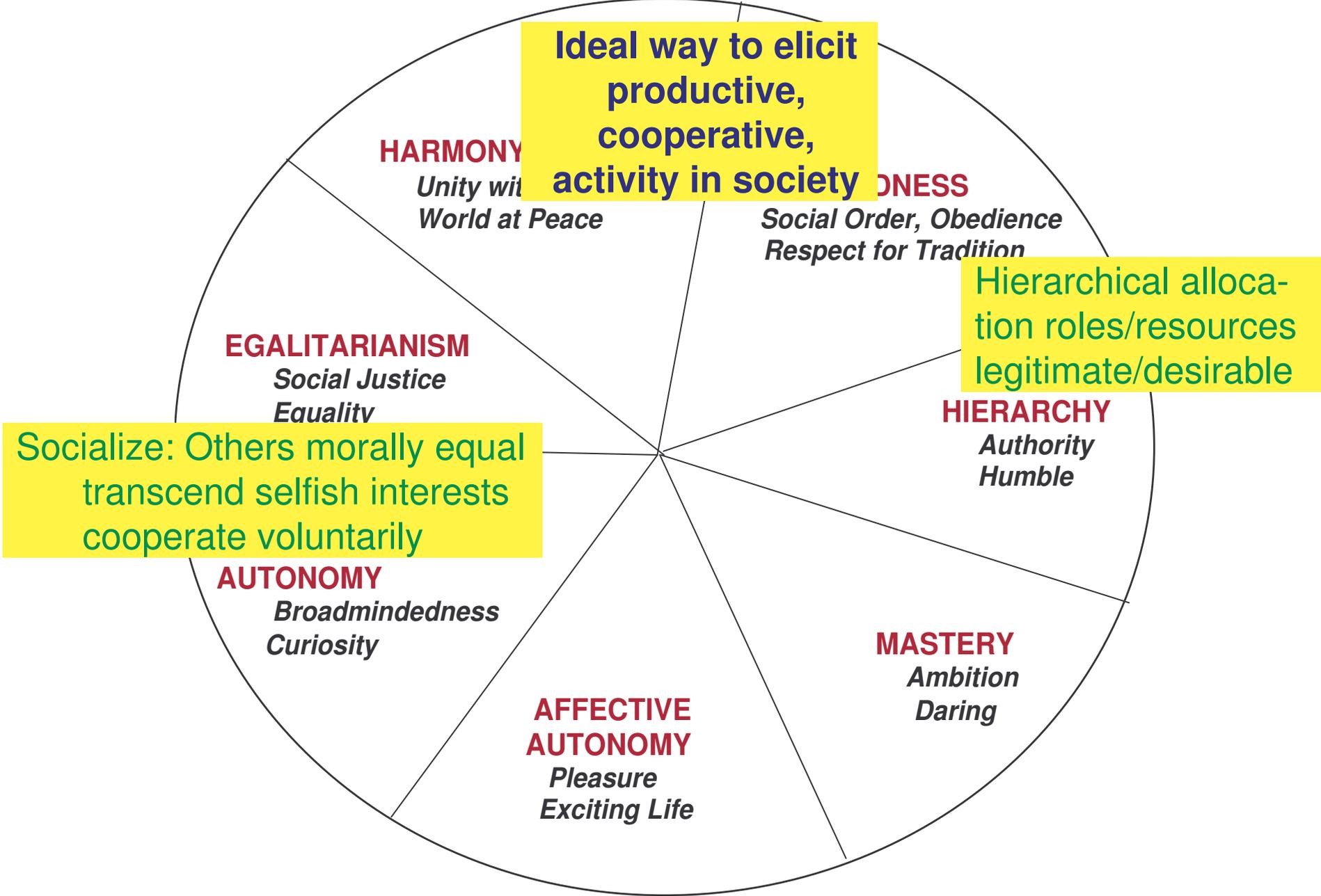
Evolution of Cultural Value Emphases

- All societies confront basic problems in regulating human activity
- Societal responses to basic problems emphasize certain values and sacrifice others (cf. Inglehart, Hofstede)
- Derive 3 bipolar cultural value dimensions/ orientations from societal responses to 3 problems

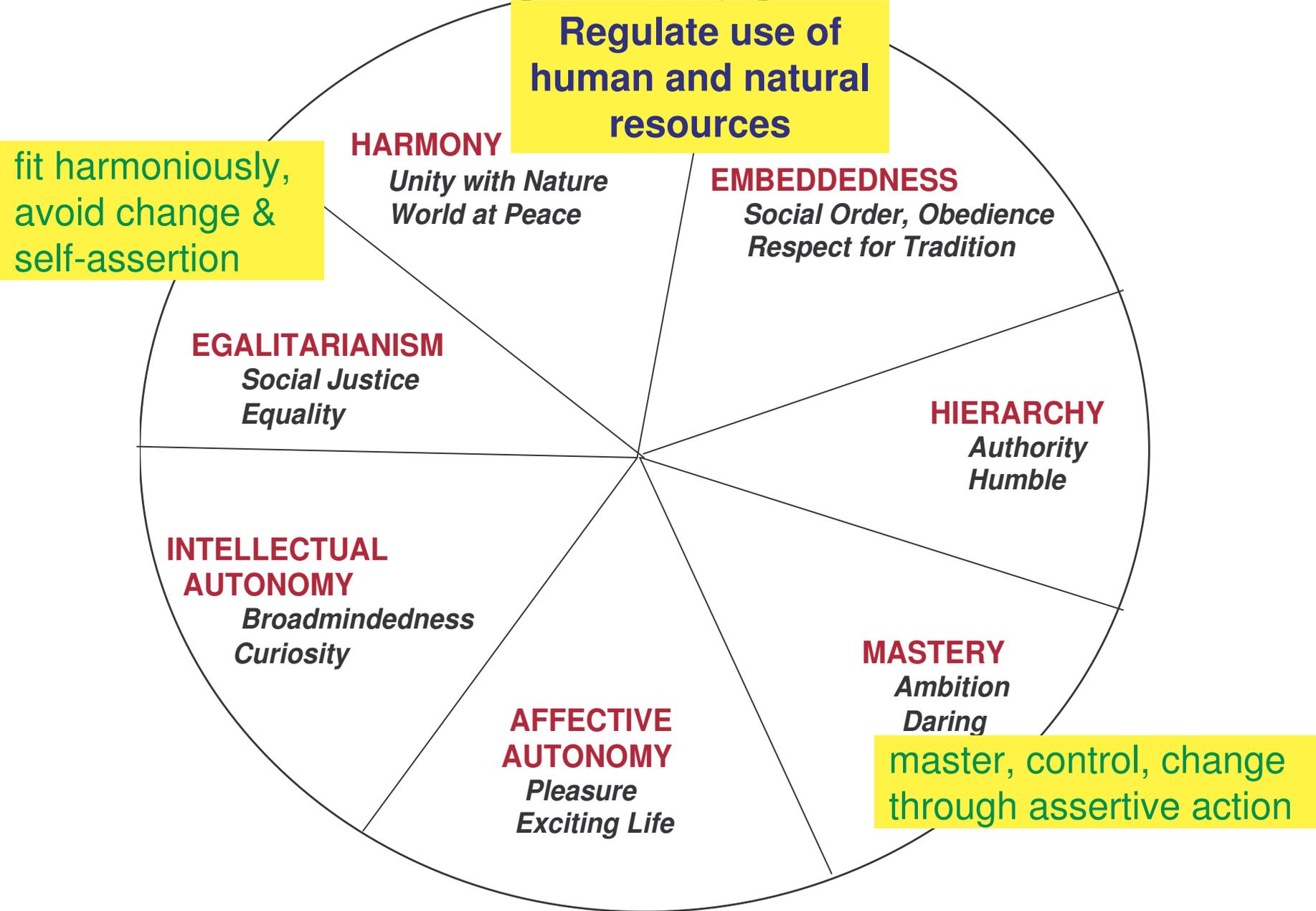
CULTURAL DIMENSIONS: PROTOTYPICAL STRUCTURE



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Measuring Cultural Value Orientations

- Cultural value orientations shape contingencies to which individuals adapt in daily life
- Help determine the individual behaviors, attitudes, and value preferences likely to be
 - viewed as more or less legitimate
 - encouraged or discouraged
- Hence individuals
 - share many value-relevant experiences
 - socialized to take for granted shared social values

Average of value priorities of all individuals

Data and Sources

- 57 Item Values Questionnaire
 - 45 value items with equivalent meaning in within-country analyses
 - items chosen a priori to index each of 7 cultural orientations cluster in cross-national analysis
- Data from dominant cultural group: teachers & students in most countries—average increase reliability
- 76 cultural groups, 74 countries, N=43,135
- All inhabited continents, represent 79% world pop.

<http://isdc.huji.ac.il/ehold10.shtml#E2>

Measurement: SVS

"What values are important to ME as guiding principles in MY life, and what values are less important to me?"

AS A GUIDING PRINCIPLE IN MY LIFE, this value is:

opposed to my values		not important		important			very important	of supreme importance	
-1		0	1	2	3	4	5	6	7

Before you begin, choose one that is most important to youone that is most opposed to your values.... [self-anchoring]

- 1 ____EQUALITY (equal opportunity for all)
- 2 ____INNER HARMONY (at peace with myself)
- 3 ____SOCIAL POWER (control over others, dominance)

Center on own mean of 57, eliminate individual scale location effect

Center country scores on mean of 7 orientations, eliminate mean country differences and within country social comparison effects

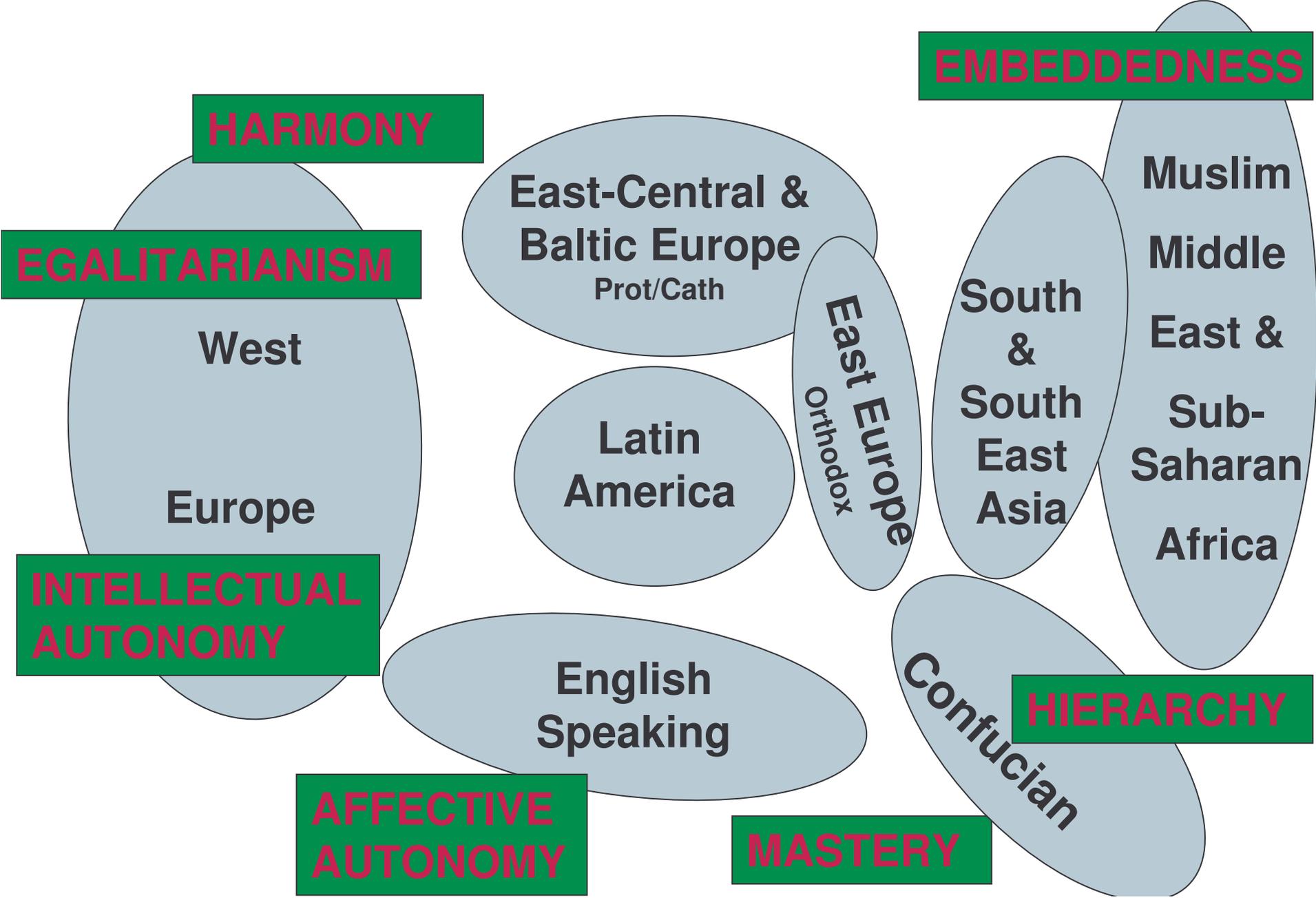
Mapping National Cultures

- Compute cultural distances between all pairs of cultural groups
 - Sum absolute distances on each of 7 orientations

Orientation	Har	Emb	Hier	Mas	AfAu	InAu	Ega
Norway	4.4	3.5	1.5	3.9	3.7	4.7	5.1
China	3.8	3.7	3.5	4.4	3.3	4.2	4.2
Distance	.6	-.2	-2.0	-.5	.4	.5	.9

- Norway & China: Sum of distances = 5.1
 - Create 76 x 76 matrix with cultural distances in cells
- Map countries by distances in 2 dimensional space

Cultural Map of World Regions



Comparing Culture Maps

- Inglehart 2 dimensions, 75 countries
- Inglehart & Schwartz maps very similar
 - Despite different methods & samples
 - Separate East European Orth, East European Prot & R. Cath, West European, Confucian, English Spkg, Latin American, African, Southeast Asian regions
 - ***Capture real phenomenon***
 - Ing 2 dimensions, Schw 7 orientations—fine tuning

Correlates of National Differences in Cultural Value Dimensions I

	<u>Hofstede (n=62)</u>		<u>Inglehart (n=62)</u>		<u>Government Quality n=74</u>		
	Power Distnce	Indivi- dualism	Tradition Sec-Rat	Survival Slf-Expr	Social Security Benefits	Control Corrup- tion	Ac- count- ability
Autonomy – Embeddedness	-.63**	.58**	.59**	.64**	.55** #	.74**	.79**
Egalitarianism - Hierarchy	-.38*	.51*		.59**	.31* #	.51**	.62**
Harmony - Mastery			.35*		.28^ #		.35*

*p<.01, **p<.001, ^p<.05, 2-tailed;
#controlled for GDPpc85

Correlates of National Differences in Cultural Value Dimensions II

N=76	GDPpc '85	Family Size '85	Demo- cracy '80-90	<u>Religions</u>			
				Protes- tant	Roman Catholic	Islam	Eastern Tribal
Autonomy – Embeddedness	.60**	-.71**	.59**	.39**	.32*	-.47**	-.42**
Egalitarianism - Hierarchy	.43**	-.61**	.54**	.31*	.35*		-.50**
Harmony - Mastery		-.41**			.35*		

*p<.01, **p<.001, 2-tailed

#times military acts primary response in foreign policy crisis 1945-2001:
correlation with Harmony-Mastery (N=52), control GNI 2000 =.45**

Conclusions

- Cultural value orientations can be inferred from mean values of individuals in societies
- World composed of cultural regions, linked by history, geography, economics, religion, etc.
- Same regions with different methods: **REAL**
- Knowing **HOW** cultures differ gives tools for **specific** analysis of issues in international contact (conflict, management, trade, aid, immigration)
- Cultural value orientations relate in reciprocal causality with key social structural, political, & demographic features of society
- Cultural value orientations probably influence important societal policies and practices

Some References

- Schwartz, S.H. (1999). Cultural value differences: Some implications for work. *Applied Psychology: An International Review*, 48, 23-47.
- Schwartz, S. H. (2004). Mapping and interpreting cultural differences around the world. In H. Vinken, J. Soeters, & P Ester (Eds.), *Comparing cultures, Dimensions of culture in a comparative perspective*. Leiden, The Netherlands: Brill.
- Schwartz, S. H. (2006). A theory of cultural value orientations: Explication and applications. *Comparative Sociology*, 5, 137-182.

köszönöm !התת דֵּקוּי *dėkuji*

mahalo 고맙습니다

thank you

merci 谢谢 *danke*

Euxχαριστώ شكرا

どうもありがとう *gracias*

Countries as a Cultural Unit

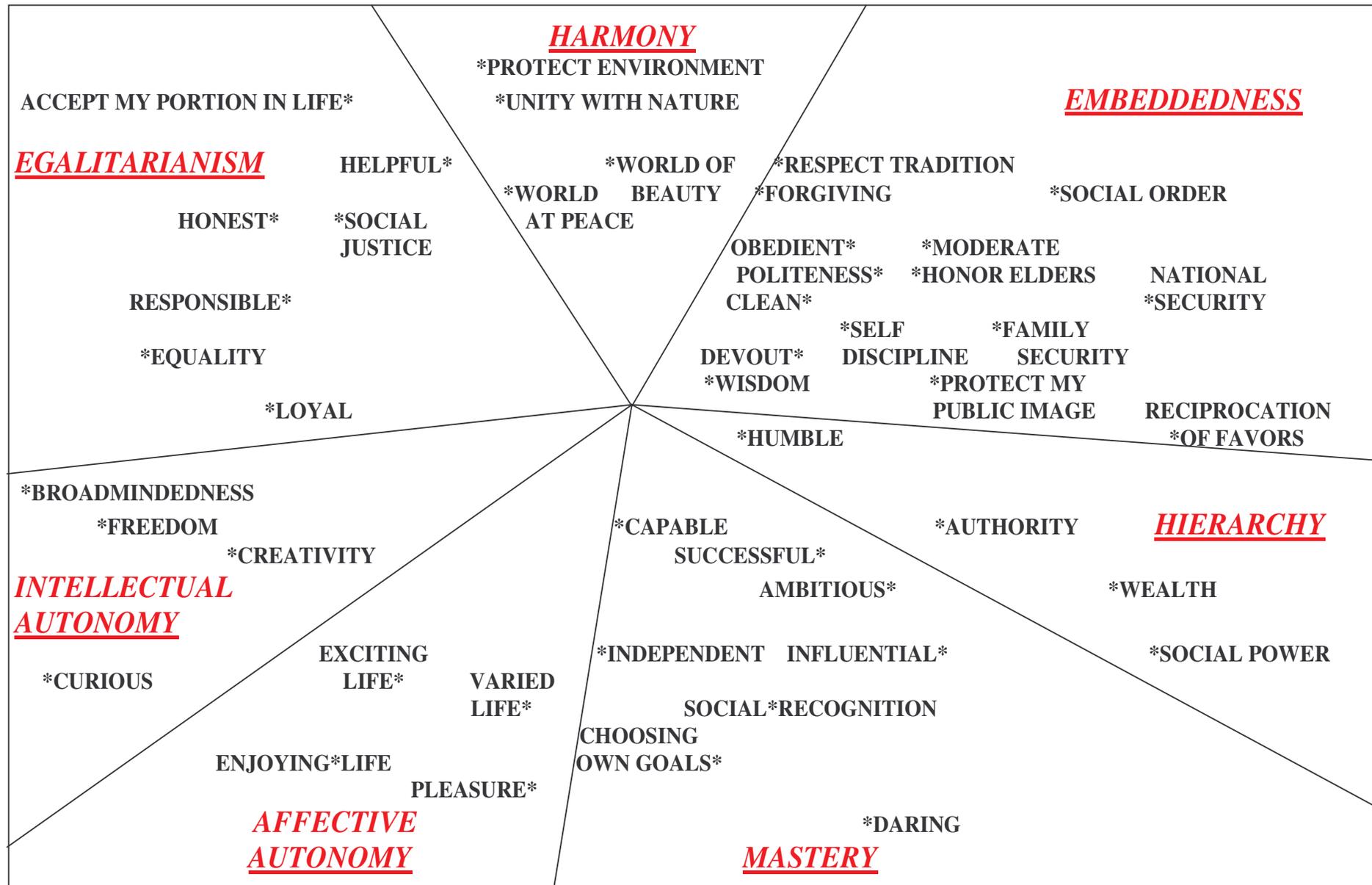
- Is the country a legitimate cultural unit?
 - Countries are rarely homogeneous—subcultures based on ethnicity, age, religion, gender, etc.
 - Findings may depend on subgroup sampled
 - Forces for integration in established countries -- market, school, government, symbols
 - If we use matched samples across countries, do they order nations same way on each dimension?

Countries as Cultural Units: Empirical Tests

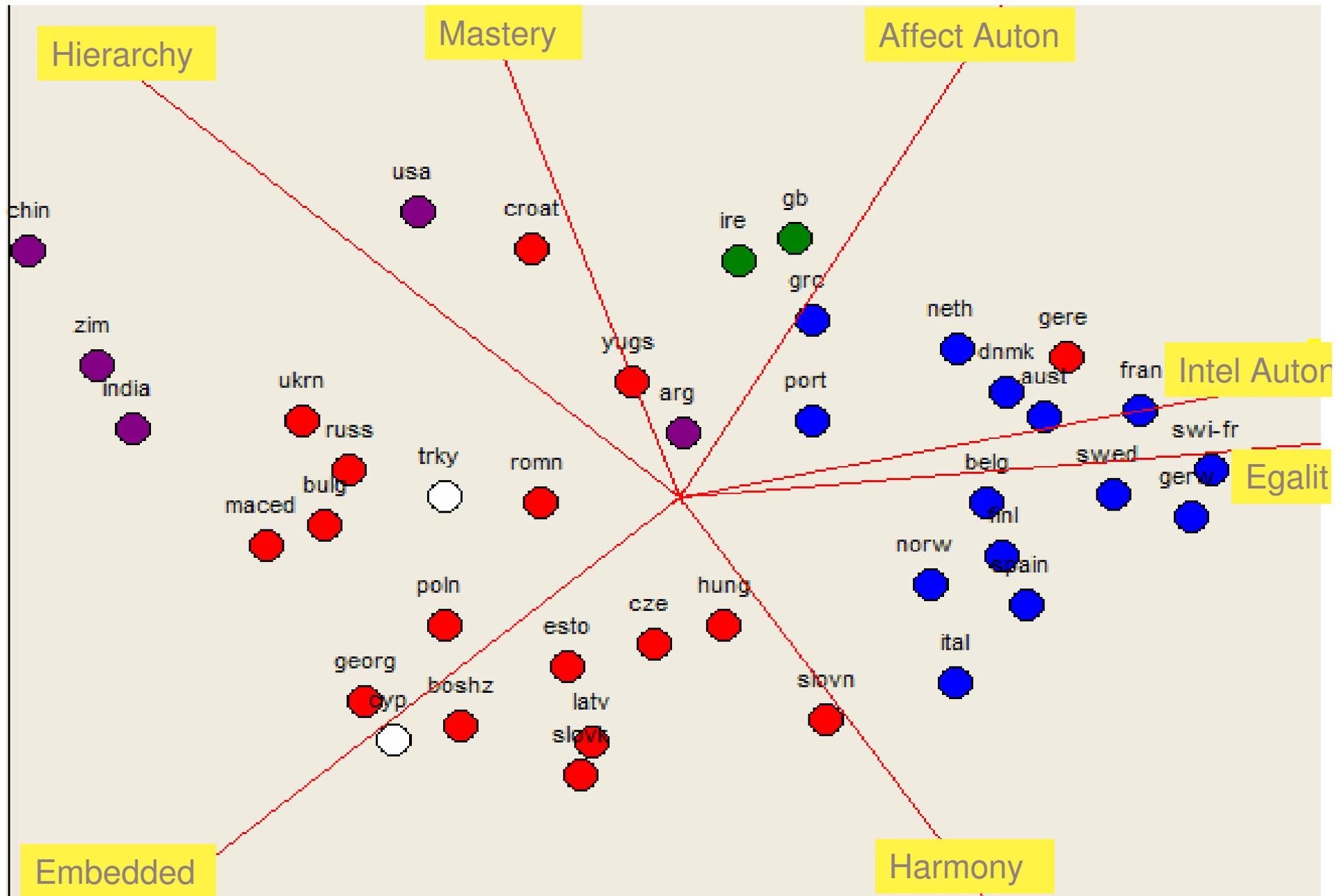
Correlations between Subgroups across Countries

Cultural Dimension	Age <37 / 37+ 42 countries	Male / Female 44 countries	Teachrs/Studts 52 countries
Harmony	.94	.84	.70
Embeddedness	.96	.96	.87
Hierarchy	.94	.88	.86
Mastery	.83	.85	.51
Aff Autonomy	.80	.91	.73
Int Autonomy	.91	.96	.86
Egalitarianism	.92	.90	.88

Culture Level MDS of Value Items



Cultural Map of Europe-Mid 90's, Anchored



Contrasting Hofstede & Schwartz Dimensions

Autonomy/Embeddedness & Individualism/Collectivism $r=.44$ (n=60)

Share: Concern for relationship between individual and collective and contrast autonomous with interdependent view of person, but

<i>Autonomy/Embeddedness</i>	<i>Individualism/Collectivism</i>
<ul style="list-style-type: none">• opposes openness to change with maintaining status quo• selfishness/selflessness not inherent	<ul style="list-style-type: none">• not present• self-interested pursuit of personal goals

Hierarchy/Egalitarianism and Power Distance $r=.31$

Share: Concern for legitimizing social inequality, but

<i>Hierarchy/Egalitarianism</i>	<i>Power Distance</i>
<ul style="list-style-type: none">• Hierarchy of ascribed roles as way to assure responsible behavior<ul style="list-style-type: none">• Egalitarianism: voluntary cooperation, concern for other's welfare<ul style="list-style-type: none">• not relevant	<ul style="list-style-type: none">• not relevant• not relevant to low PD• acceptance of inequality by less

Contrasting Hofstede & Schwartz Dimensions

Mastery and Masculinity $r=.08$

Share: Emphasis on assertiveness, activity, and ambition, but

<i>Mastery</i>	<i>Masculinity</i>
<ul style="list-style-type: none">selfishness not inherent	<ul style="list-style-type: none">neglect or rejection of others' interests implied by contrast with femininity

Harmony and Uncertainty Avoidance $r=.26$

Share: Harmonious order as ideal, but

<i>Harmony</i>	<i>Uncertainty Avoidance</i>
<ul style="list-style-type: none">live harmoniously by fitting in, not exerting control	<ul style="list-style-type: none">control unpredictability & ambiguity by active structuring (rules, regulations)

Are individuals good culture informants?

- Individuals have unique experiences, unique genetic makeup & personality
 - Hence individual differences in personal values
 - But individual differences do **not** affect average
- Average reflects exposure to same culture
- Cultural orientations are implicit, not known
- Discern them from their effects on values of individuals

Cultural Value Dimensions I

Autonomy vs. Embeddedness

Issue: Relations between individual and group

Some Values

➤ **AUTONOMY:** Promote and protect individual's independent pursuit of own: [INTELLECTUAL] ideas and own intellectual directions.

IntAut: curious
broadminded
creativity

[AFFECTIVE] affectively positive experience.

AffAut: pleasure
exciting life
varied life

➤ **EMBEDDEDNESS:** Identify with group & its goals, maintain group traditions & solidarity, restrain potentially disruptive actions

Emb: social order
obedience
respect tradition,
self-discipline

Cultural Value Dimensions II

Egalitarianism vs. Hierarchy

Issue: Elicit cooperative, productive activity to manage interdependencies

➤ **EGALITARIANISM:** Socializing individuals to accept others as morally equal, transcend selfish interests, & cooperate voluntarily is desirable way to regulate interdependencies

➤ **HIERARCHY:** A hierarchical, differential allocation of fixed roles and of resources is the legitimate, desirable way to regulate interdependencies

Some Values

Egal: equality,
social justice,
honesty,
loyalty,
responsibility

Hier: authority
social power
wealth
humility

Cultural Value Dimensions III

Harmony vs. Mastery

Issue: Regulate use of human and natural resources

Some Values

➤ **HARMONY:** Groups and individuals should fit harmoniously into the natural and social world, avoiding change and self-assertion to modify them.

Har: world at peace
unity with nature
protecting environment

➤ **MASTERY:** Groups and individuals should master, control, and change the social and natural environment through assertive action.

Mast: ambition
daring
success
influence