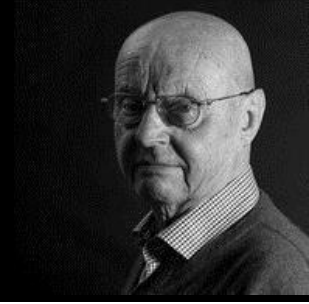


Hofstede's Cultural Dimensions Theory



According to Hofstede ;



- Geert Hofstede is a leading sociologist and organizational sociologist in the field of intercultural communication.

He divide cultures into two basically:

1. National
2. Organizational

Provided 5 parameters to explain the cultures that are separated into two.

Power Distance



- The dimension of the power interval is on the relationship with the weak, strong, in the society. It divides into narrow power range and wide power range. In countries where there is a narrow range of power, the weaker people in the society expect more democratic and egalitarian relations. For example, in environments where narrow power is experienced, employees are more comfortable communicating with their superiors and can criticize decisions made. According to Hofstede's research, "narrow power range" is more common in western countries. Wide power range is seen in Asian countries. Those who are weak accept the authority and can not question it. Adapts hierarchy. Military order is a regular with a wide power range.

Individualism



- It is the dimension that interested in how members of the culture describe themselves. In individualist cultures, people define themselves independently of other people in society. They act in accordance with their own desires and goals. People in communist cultures describe themselves as part of their families or communities they feel important. They put the interests of the community in front of their own interests. There is a claim that as income (national income) increases, it progresses towards individualism.

Masculinity



- In masculinity, values such as stereotyped allegations, competition, ambition peculiar to men; In femininity, the concepts such as value, equality and quality of life given to associations come to the forefront. In masculine cultures, individuals retain power and success. There is a definite distinction between male and female roles in societies where this cult is dominant. Disputes are resolved by discussion. In feminine cultures, harmony and agreement between people is important. Going to clash is going to cover up. Happiness and tranquility are held on the front rather than success and power.

Uncertainty Avoidance

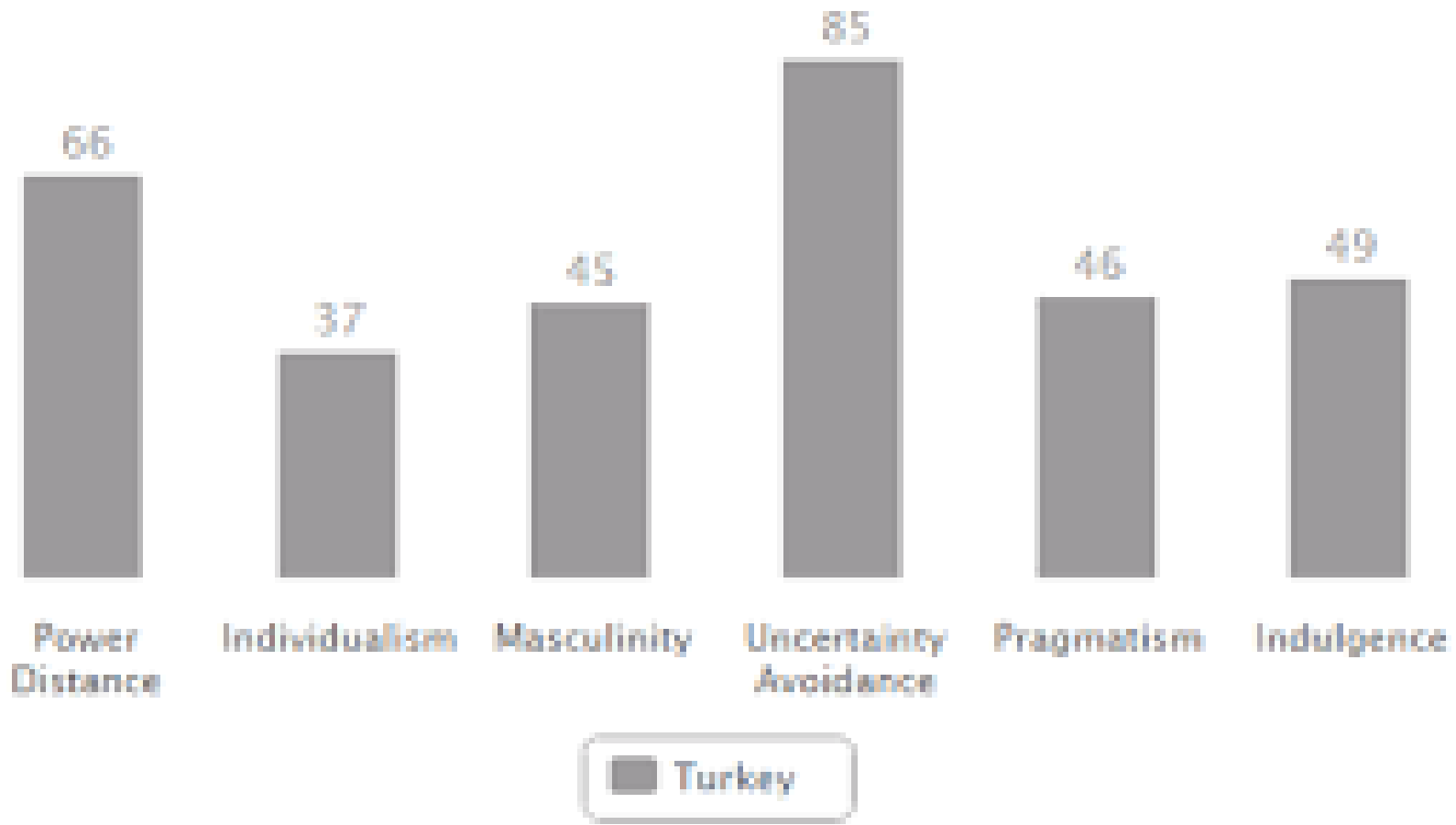


- This dimension measures the fear and anxiety of the members of the cult. In societies where the avoidance of uncertainty is strong, people want clear, clear rules. Employees tend to work long in a workplace because they are anxious about the job search process. In cultures where the avoidance of uncertainty is weak, the flexibility of the rules does not disturb the individual. Employees in these communities or communities change jobs more often.

Long-term orientation



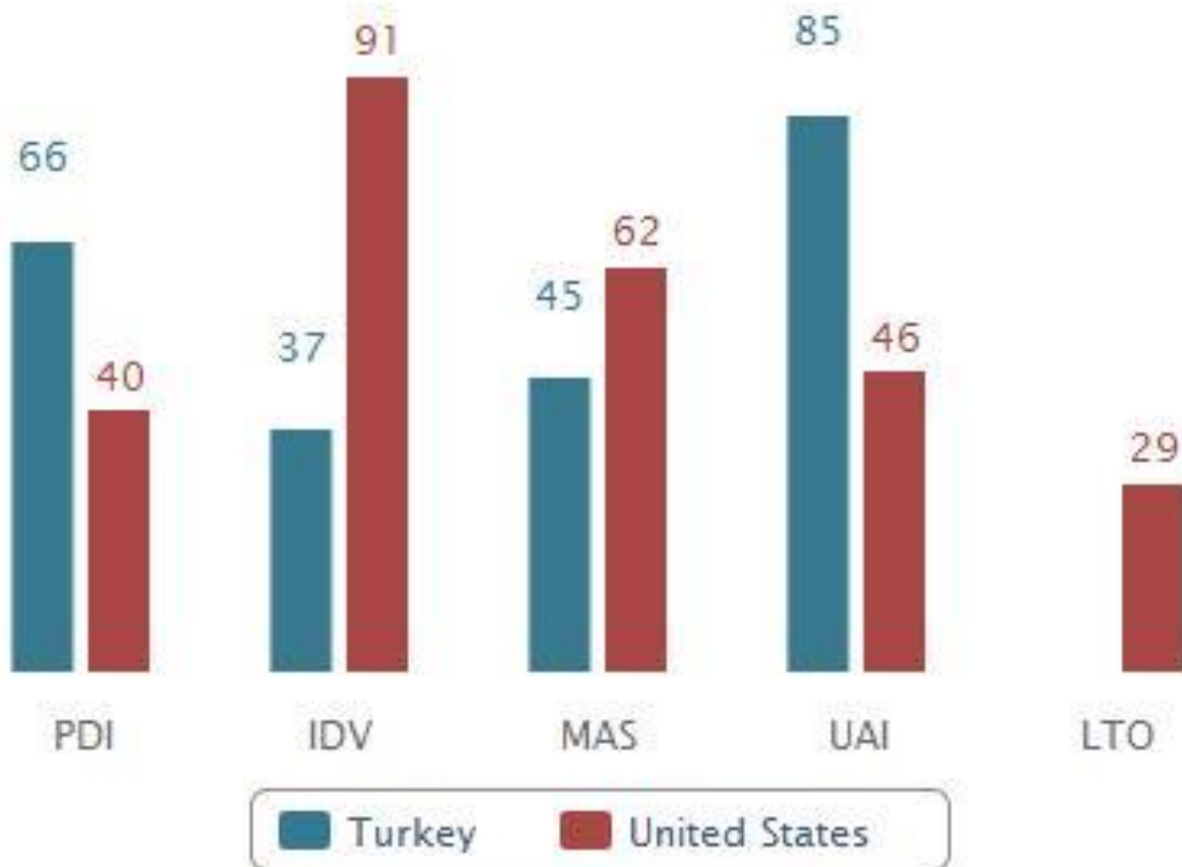
- At this dimension, the difference between the value given to the future and the value given to the past is taken into account. In long-running societies people value actions and attitudes towards the future. Insistence, perseverance, frugality, shame are the dominant concepts in these societies. Commitment to traditional values, dignity is important in short-run society. Movements and attitudes based on the past and the past are valued. Concepts such as rationalist approaches, respect for traditions, resistance to change come to the forefront. It is important to come down to the core of a topic in a long-running Western society. They want to start work for the future.





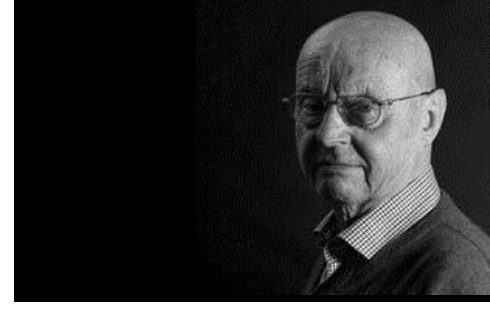
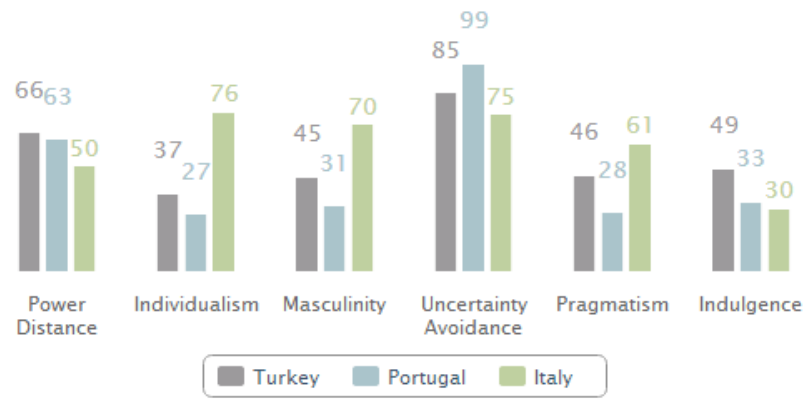
Turkey

in comparison with the below



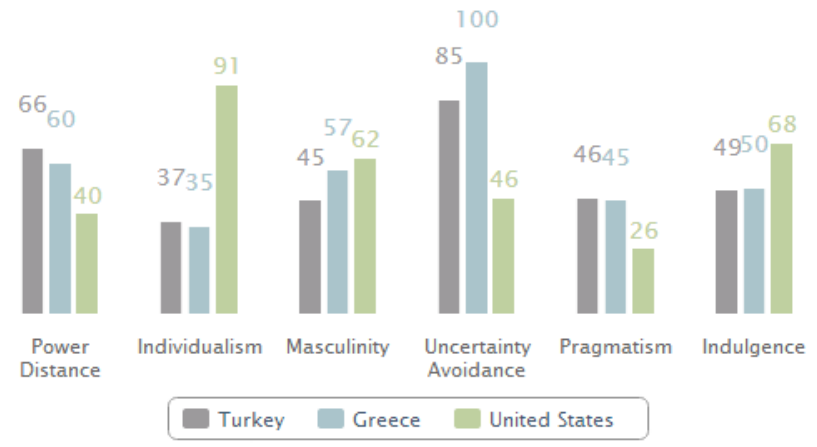
Turkey

in comparison with Portugal and Italy



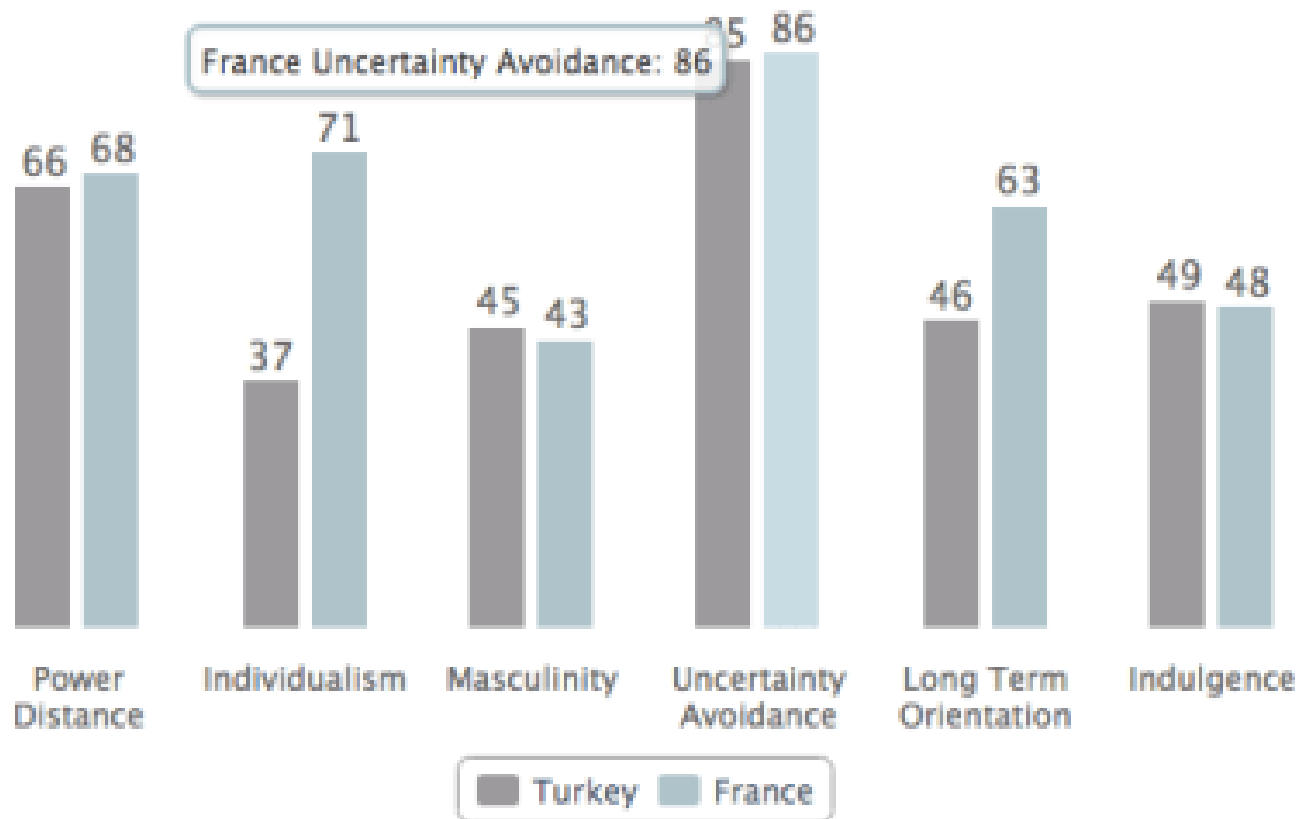
Turkey

in comparison with Greece and United States



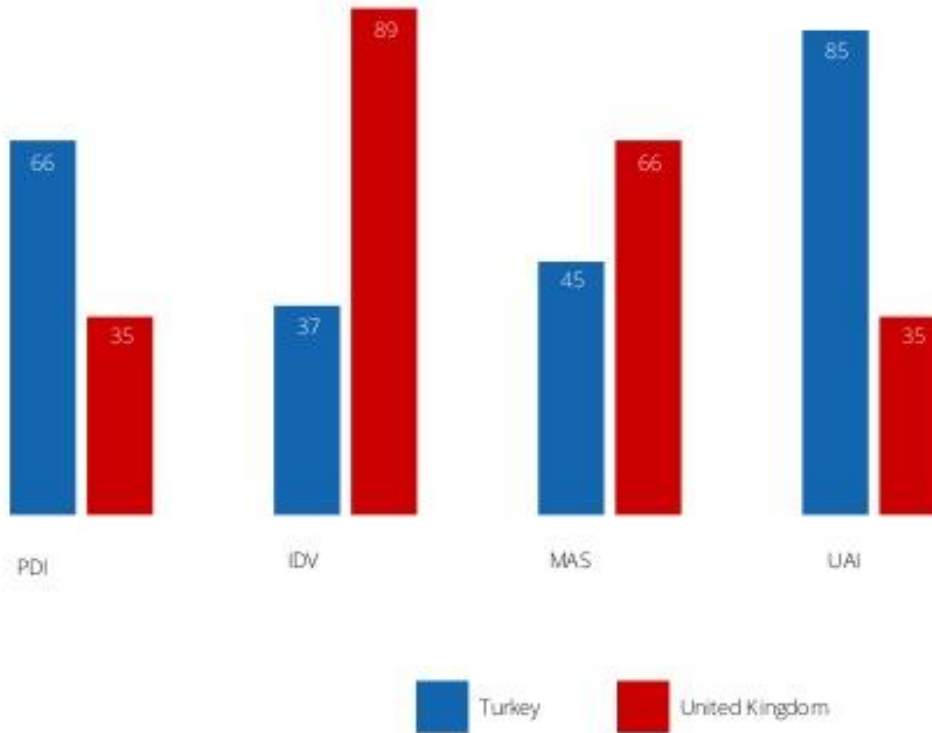


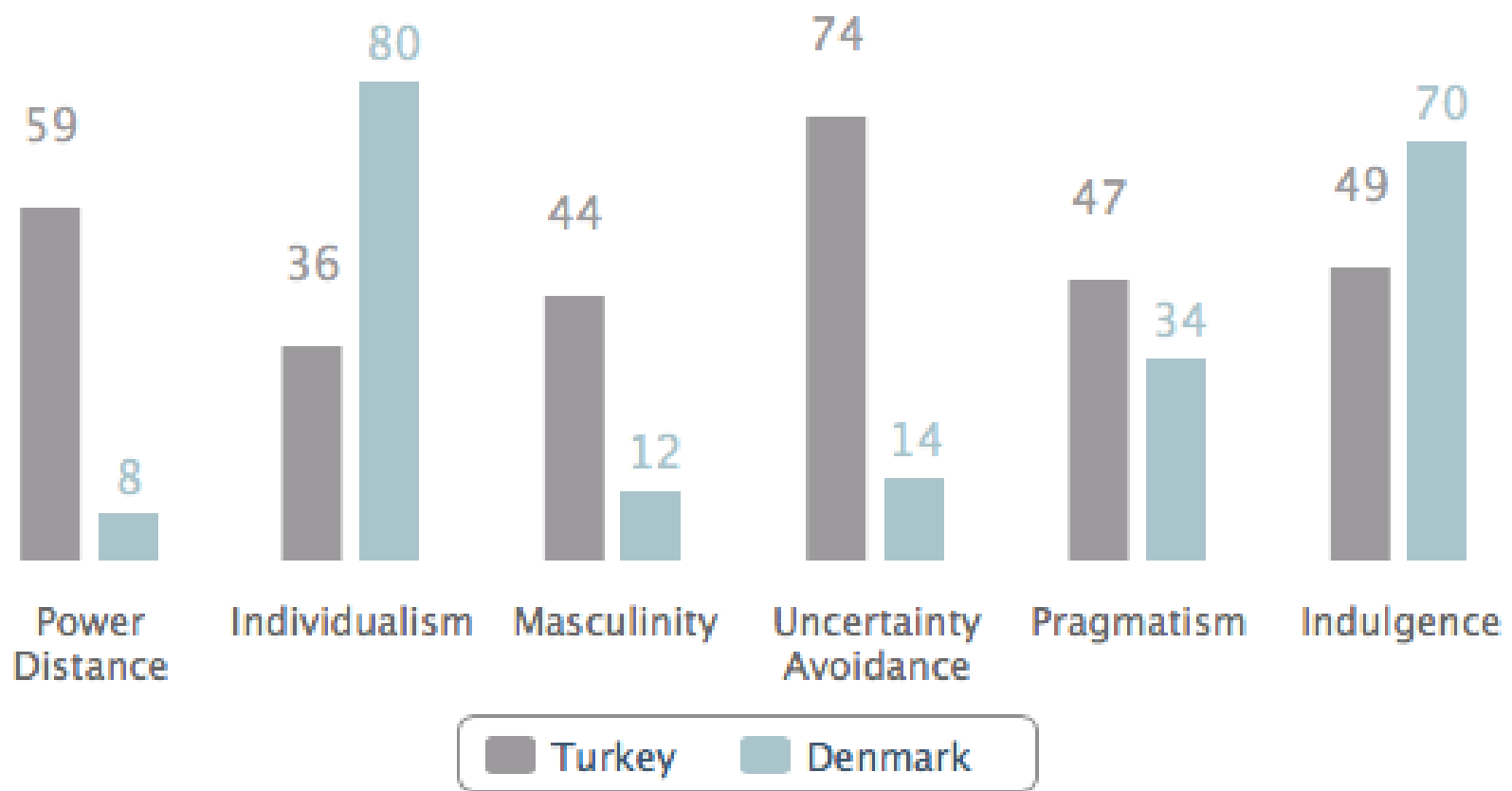
Turkey In comparison with France





Hofstede'in Ulusal Kltr Unsurları







Individualism (Bireysellik)

