Dimensions of Culture Questionnaire

Instructions: Using the following scales, circle the number that most accurately reflects your response to each of the 18 statements. There are no right or wrong answers, so provide your immediate impressions. (The items on this questionnaire are adapted from the items used in the GLOBE studies to assess the dimensions of culture, but the GLOBE studies used five items to analyze each of the cultural dimensions.)

Uncertainty Avoidance

١.	In this	society,	orderliness	and	consistency	are	stressed,	even	at	the
	expens	e of exp	erimentatior	n and	innovation.					

Strongly dis	agree		Sti	ongly agree	Э		
I	2	3	4	5	6	7	

In this society, societal requirements and instructions are spelled out in detail so citizens know what they are expected to do.

Strongly disag	Str	ongly agree				
I	2	3	4	5	6	7

Power Distance

I. In this society, followers are expected to:

	Question their when in disagr		Obey their leaders without question							
	I	2	3	4	5	6	7			
2.	2. In this society, power is:									
	Shared throug the society	hout					entrated at he top			
	I	2	3	4	5	6	7			

Institutional Collectivism

 In this society, leaders encourage group loyalty even if individual goals suffer.

Strongly disag	Strongly agree						
I	2	3	4	5	6	7	

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In-Group Collectivism

	-										
Ι.	1. In this society, children take pride in the individual accomplishments of their parents.										
	Strongly o	disagree					Strongly agree				
	I	2	2 3	4	5	6	7				
2.	In this so their child		ents take	pride in th	ne individ	lual accom	plishments of				
	Strongly o	disagree					Strongly agree				
	I	2	2 3	4	5	6	7				
Gen	Gender Egalitarianism										
١.	In this so education		vs are enco	ouraged m	ore than	girls to a	attain a higher				
	Strongly o	disagree					Strongly agree				
	I	2	2 3	4	5	6	7				
2.	In this so	ciety, who	o is more l	ikely to se	rve in a j	position o	f high office?				
	Men						Women				
	I	2	2 3	4	5	6	7				
Asse	rtiveness										
١.	In this so	ciety, peo	ple are ge	nerally:							
	Nonasser	tive					Assertive				
	I	2	2 3	4	5	6	7				
2.	In this so	ciety, peo	ple are ge	nerally:							
	Tender						Tough				
	I	2	2 3	4	5	6	7				
Futu	Future Orientation										
Ι.	In this so	ciety the	accepted i	norm is to	:						
	Accept the status quo Plan for the future										
	I	2	2 3	4	5	6	7				
2.	In this so	ciety, peo	ple place r	nore empl	nasis on:						
	Solving cu					Planning	for the future				
	I	2	2 3	4	5	6	7				

Performance Orientation

Ι.		society, ed perfor		are	encouraged	to strive	for	continuously	
	Strongly	/ disagre	e				S	strongly agree	
		I	2	3	4	5	6	7	
2. In this society, people are rewarded for excellent performance.									
	Strongly disagree Strongly agree								
		I	2	3	4	5	6	7	
Hum	Humane Orientation								
١.	In this s	ociety, p	eople are	gene	rally:				
	Not at all Very concerned concerned about others about others							,	
		I	2	3	4	5	6	7	
2.	2. In this society, people are generally:								
	,						/ery sensitive oward others		
		I	2	3	4	5	6	7	

SOURCE: Adapted from House, R. J., Hanges, P. J., Javidan, M., Dorfman, P. W., & Gupta, V. (Eds.), *Culture, Leadership, and Organizations: The GLOBE Study of* 62 Societies, © 2004, SAGE Publications.

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Scoring

The Dimensions of Culture questionnaire is designed to measure your perceptions of the different dimensions of your culture. Score the questionnaire by doing the following. First, sum the two responses you gave for each of the items on each of the dimensions. Second, divide the sum of the responses by two. The result is your mean score for the dimension.

Example. If for power distance you circled 3 in response to Question I and 4 in response to Question 2, you would score the dimension as follows:

$$3 + 4 = 7$$

7 ÷ 2 = 3.5
Power distance mean score = 3.5

When you are finished scoring, you should have nine mean scores. After you have scored the questionnaire, place your mean scores for each of the dimensions in the table in "Scoring Interpretation."

Scoring Interpretation

Your scores on the Dimensions of Culture questionnaire provide data on how you see the culture in which you live and work. Table 15.4 provides information from the GLOBE project about how subjects from different cultures describe the dimensions of those cultures. The table also provides an *overall* mean for how these dimensions were viewed by people from all of the cultures.

By entering your scores in the last column in Table 15.4, you can get a better understanding of how your perception of your own culture compares to that of others. You can also compare your scores to other specific cultures (e.g., Middle East or Latin America). Do you see your culture as more or less egalitarian than others? Do you think your culture emphasizes the future more than others? Do people from other cultures stress performance less or more than your own culture? Like these questions, the table and your scores can be used to bring to the surface the ways in which your culture and the cultures of others are compatible or incompatible with each other. Understanding how your culture relates to other cultures is the first step to improved understanding between you and people from other cultures.