

Cultural Dimensions: UA, Uncertainty Avoidance (G. Hofstede)



“You never know these days.
Uninvited guests may force you to take an unplanned trip to an
unknown destination; doesn't hurt to be in your Sunday clothes.”
(Anurag Shourie)



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High UA Cultures



Include most of the Countries in the Latin-, Eastern-, Germanic-European clusters, Latin-American and Middle-Easterner clusters, some countries in the Confucian-Asian cluster (Japan, Taiwan, South Korea)

Low UA Cultures



Include most of the Countries in the Southern-Asian -, Nordic-European -, Anglo clusters

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Members of high UA Cultures tend to plan everything meticulously and to rely on rules, laws and regulations in order to avoid uncertainty and unpredictability

Levels of stress and socially anxiety are usually high, life is perceived as stressful and often hectic

Tradition matters, social interactions are often formal and conservative, decisions are based on consensus

High UA societies are generally low in diversity

While in some high UA cultures (eg, those in the Latin-European cluster) the display of emotions is acceptable, some other societies (eg, those in the Confucian-Asian cluster) value emotional control and self restraint



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Members of low UA cultures tend to rely on informal rules and norms and feel relatively comfortable in unstructured situations. Some risks are somewhat expected in all areas of life

Life is not perceived as intrinsically stressful, emotional balance and composed behavior are considered the norm

Unclear or different scenarios are not a source of anxiety: people are unlikely to be ostracized for holding unconventional beliefs

In low UA societies there's generally little resistance to change, people are more open to innovation and novelty and highly likely to adopt a flexible approach to the "truth" (seen as relative)

Low UA societies are generally accepting of diversity

SOURCES

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- The Globe Project, Online: <https://globeproject.com/>

