



Masculinity - Femininity

Cultural Dimensions - "Cultural Organizations: Software of the Mind"

Based on: Geert Hofstede, with Gert Jan Hofstede & Michael MInkov

Masculinity - Gender roles distinct

- ◆ Dominant values in society are achievement and success.
- ◆ A preference for heroism, assertiveness, and material reward for success. Society is more competitive.
- ◆ Performance ambition, a need to excel, admiration for the successful achiever
- ◆ Tendency to polarize
- ◆ Big and fast are beautiful
- ◆ Decisiveness oriented



Femininity - Gender roles overlap

- ◆ Dominant values in society are caring for others, serving others, and quality of life.
- ◆ A preference for cooperation, modesty, caring for the weak. Society at large is more consensus oriented.
- ◆ Work in order to live
- ◆ Small and slow are beautiful
- ◆ Sympathy for the unfortunate
- ◆ Intuition oriented



Social Norms

- ◆ High Masculine: ego oriented, money and things are important, live in order to work.
- ◆ High Feminine: relationship oriented, quality of life and people are important, work in order to live.



Politics and Economics

- ◆ High Masculine: Economic growth is given a high priority. Conflict is resolved through force
- ◆ High Feminine: Environment protection is given a high priority. Conflict is resolved through negotiation.



Religion

- ◆ High Masculine: Most important in life.
Only men can be clergy.
- ◆ High Feminine: Less important in life.
Both men and women can be clergy.



Work

- ◆ High Masculine: Larger wage gap between genders, fewer women in management. A preference is given to higher pay.
- ◆ High Feminine: Smaller wage gap between genders, more woman in management. A preference is given to fewer working hours.



Family and School

- ◆ High Masculine: Traditional family structure. Girls cry, boys don't. Boys fight, girls don't. Failing is a disaster.
- ◆ High Feminine: Flexible family structure. Both boys and girls cry, neither fights. Failing is a minor accident.



Masc/Fem: Scores by Country

- ◆ Top 5: Japan 95, Austria 79, Venezuela 73, Italy 70, Switzerland 70
- ◆ Bottom 5: Sweden 5, Norway 8, Netherlands 14, Denmark 16, Costa Rica 21
- ◆ USA 62 vs. Brazil 49
- ◆ Latin America: Mexico 69, Colombia 64, Ecuador 63, Argentina 56, Panama 44, Spain 42, Peru 42, El Salvador 40, Uruguay 38, Guatemala 37, Portugal 31, Chile 28

Swedish Army Advertisements

- ◆ “Puzzle” <http://www.youtube.com/watch?v=xe48VqBLVqE&feature=related>
- ◆ “Cube” http://www.youtube.com/watch?v=j_62oHLlck
- ◆ “Dogs” <http://www.youtube.com/watch?v=J-Oab6nvJuE>
- ◆ “Team Test” <http://www.youtube.com/watch?v=xC9AD-ERlpU>



USA Army / Marine Advertisements

- ◆ “They lead” <http://www.youtube.com/watch?v=5que1bcww7Q>
- ◆ “Army Strong” http://www.youtube.com/watch?v=ml0M_HuMbhY
- ◆ “The few, the proud, the marines” <http://www.youtube.com/watch?v=inSzBLaTiNI>
- ◆ “I am a champion” <http://www.youtube.com/watch?>





Dolce & Gabbana

<http://www.dolcegabbana.com>



National Organization of Women

“Beyond offensive, with a scene evoking a gang rape and reeking violence against women.”

<http://loveyourbody.nowfoundation.org/>



Japanese Baseball Commercial

<http://www.youtube.com/watch?v=D-B52PV876I/>



Ines Sainz and the New York Jets

<http://www.cnn.com/video/data/2.0/video/showbiz/2010/09/13/behavior.ines.sainz.intv.hln.html>

Global Gender Gap Index

- ◆ Economic Participation, Education Attainment, Health and Survival, Political Empowerment (World Economic Forum):
 - ◆ Top 5: Iceland .873, Finland .842, Norway .841, Sweden .812, Philippines .783
 - ◆ Bottom 5: Mexico .691, Senegal .692, Tanzania .692, Thailand, .692, Ukraine .694
 - ◆ Brazil ranks 62 / 68 at .694. USA ranks 23 / 69 at .739

Other thoughts related to Brazil

- ◆ Don't confuse femininity with sexuality. Brazil is more open "sexually" than they are in terms of gender roles. This is one reason why Brazil scores higher on the masculinity index and higher on the global gender gap index.
- ◆ There are tons of Brazilians who feel weird about Carnaval, others relish in the celebration. Gender roles are reinforced, and challenged in interesting ways.
- ◆ PBS Report on Women's Changing Roles
- ◆ http://www.pbs.org/newshour/bb/world/july-dec11/brazil_08-30.html