

Culture and Identity

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According to Hofstede, “individuals have no personal culture but do have individual personalities, partly influenced by the culture in which they grew up, but with a large range of personal variance due to many other factors”.

(Hofstede, 2011, p. 400)



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Karahanna, Evaristo & Srite (2006) defend that behaviour is influenced by a combination of different cultural layers, ranging from specific to the individual (for instance, personality traits) to general (for example, universal values and national culture).



Cultural layers



Image retrieved from from Emic (2015)

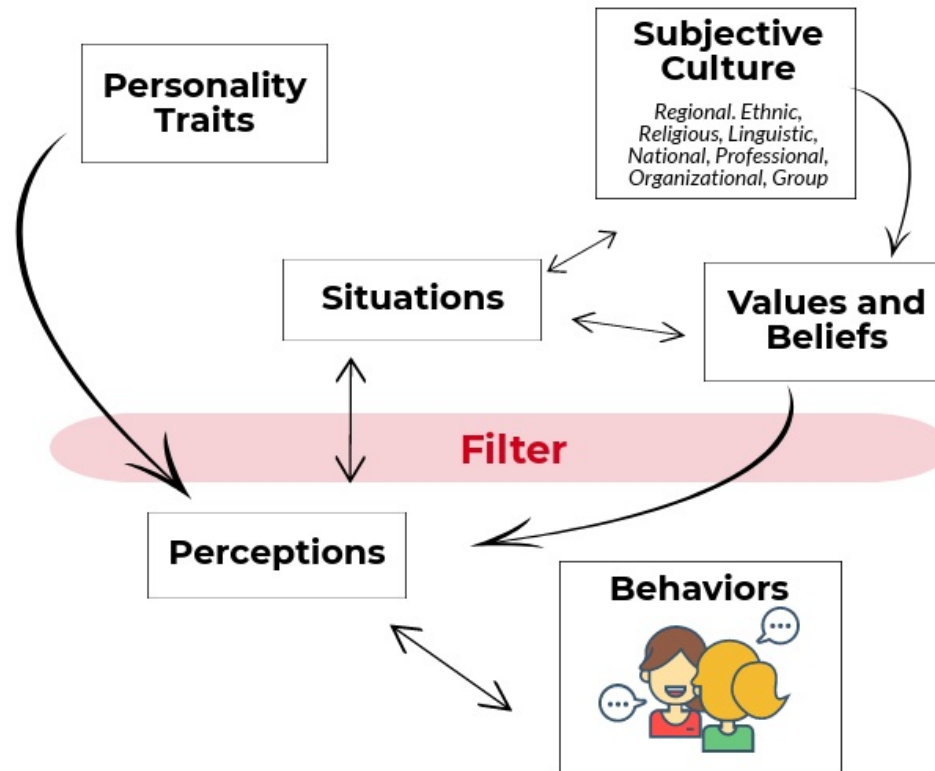


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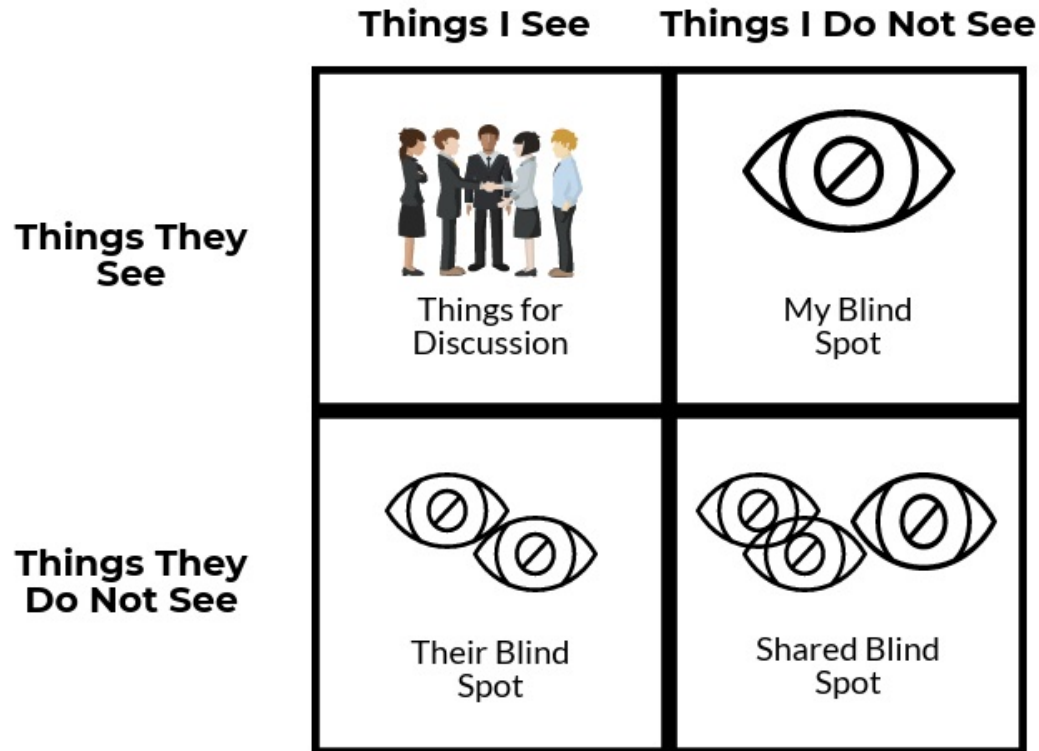
Therefore, despite its powerful influence, national culture is NOT the only factor that shapes behaviour and, in this case, should not be the only reference for judgement. Each individual holds a complex combination of filters inside of him/her.



Cultural layers



And there is so much more than eyes can see...



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