CONTENTS



	Preface	xv
	PART I: MASCULINITY/FEMININITY AS A NATIONAL CHARACTERISTIC	
1.	Masculinity/Femininity as a Dimension of Culture	3
	Geert Hofstede	
	A Case of Viking Culture Shock	4
	Dimensions of National Cultures	5
	The Masculinity/Femininity Dimension	6
	Why the Label "Masculine/Feminine"?	10
	Interpreting the Mas/Fem Dimension:	
	Relations With Other Data	13

xi

Relations With Other Data

Series Editors' Introduction

	Misconceptions About What Masculinity and Femininity Stand For	18
	Is Mas/Fem One or Two Dimensions?	19
	Measuring Mas/Fem: No One Instrument	17
	Fits All Populations	20
	Mas/Fem Differences as a Secondary Influence	21
	Origins and Future of Mas/Fem Differences Between Countries	26
	Other Contributions in Part I	27
2.	Validating the Masculinity/Femininity Dimension on Elites From 19 Countries	29
	Michael H. Hoppe	
	Introduction	30
	The Salzburg Seminar Alumni Study (SSAS)	31
	Results	32
	Construct Validity of the Mas/Fem Dimension	33
	SSAS Scores and Gender	36
	Differences in the Overall Country Means of Mas/Fem	37
	Conclusions	39
	Implications for Cross-Cultural Leadership	40
3.	Femininity and Subjective Well-Being	44
	Willem A. Arrindell	
	National Culture, Subjective Well-Being,	
	and National Wealth	45
	Method	49
	Results	50
	Discussion	52
4.	Masculinity/Femininity and Consumer Behavior Marieke de Mooij	55
	Consumer Behavior Is Culture-Bound	56
	Data Sources	57
	Needs, Motives, Product Use, and Attitudes	58
	The Decision-Making Process	65
	0	

The Concept of Self	68
Media Behavior	69
How People Relate to Advertising	70
Conclusion	72
PART II:	
CULTURE AND GENDER	
5. The Cultural Construction of Gender	77
Geert Hofstede	
What Does a Hero Look Like?	78
National Differences in Gender Role	
Differentiation	78
Gender Differences in the Family	80
Assertiveness Versus Modesty	84
Women in Leading Positions	88
Careers and Families	94
Country-Level Gender Stereotypes	96
Preferred Partners	99
Family Size	101
A Summary Table	102
Other Contributions in Part II	102
6. Masculinity and Femininity in the Self	
and Ideal Self Descriptions of University	100
Students in 14 Countries	106
Deborah L. Best and John E. Williams	
Introduction	107
Gender Stereotype Definition Study	108
Masculinity/Femininity Study	111
Relationships Between M% and MAS Scores	115
7. Gender Role Gaps, Competitiveness,	110
and Temperature	117
Evert Van de Vliert	
Part I: Gender Gap, Competitiveness, and Masculinity	118

	Part II: Temperature, Violence, and Mas/Fem	122
	Conclusion	128
8.	Why Children Play: American Versus Dutch Boys and Girls	130
	Jacques H. A. Van Rossum	
	Introduction	130
	Method	133
	Results	135
	Conclusions	135
9.	Femininity Shock: American Students	
	in the Netherlands	139
	Mieke Vunderink and Geert Hofstede	
	A Comparison of Work Goals	140
	Individualism and Masculinity Scores for	
	Both Nationalities	145
	In-Depth Interviews	146
	Discussion	148

PART III:

CULTURE, SEXUALITY, AND RELIGION

10.	Comparative Studies of Sexual Behavior: Sex as Achievement or as Relationship?	153
	Geert Hofstede	
	The Cultural Construction of Sexuality	154
	Openness and Research About Sexuality	155
	Sex, Love, and Marriage	158
	Parenthood	163
	Abortion, Contraception, Masturbation, and Homosexuality	164
	Teenage Pregnancies	168
	Sex as Achievement, Exploitation,	
	or Relationship?	170
	A Summary Table	174
	Other Contributions in Part III	176

1.	The Importance of Femininity in Explaining Cross-National Differences in Secularization	179
	Johan Verweij	
	Introduction	180
	Cross-National Determinants of Secularization	181
	Results	185
	Discussion	187
12.	Religion, Masculinity, and Sex	192
	Geert Hofstede	
	Fertility and the Sacred	193
	Religion and Values: Which Way Causality?	194
	Christian Beliefs and the Mas/Fem Dimension	196
	Towler's "Varieties of Religion"	202
	Religiosity in the United States	203
	Mas/Fem and Non-Christian Religions	204
	Religious Attitudes About Sexuality	205
	Religions, Sexuality, and Mas/Fem Differences	208
	Taboos as Ultimate Values	209
	References	211
	Author Index	227
	Subject Index	231
	About the Authors	235