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“Most of my important lessons about life have come from recognizing how others from a different culture view things.” Edgar H. Schein, MIT professor, offered these words, which show people from different culture have attitudes toward things in different ways, and that is the significant for lifelong learning. Also, if people in particular culture observe and try to understand people from other cultures, they will be able to explain the underlying reason why those view things in the different ways. Moreover, they will understand more about their own culture. Professor Geert Hofstede conducted the study of the model of national culture divided by six different dimensions. According to Hofstede's study, cultural dimensions explain what values people in that country emphasis on and how those dimensions reflect national culture. In this article, the U.S. and Thailand's cultures will be selected as a comparison example. Although there are similarities between the U.S. and Thailand, there are significant differences including masculinity and individualism.

One major difference between the U.S. and Thailand is how they think about other people besides themselves and their families. The U.S. is much higher on individualism than Thailand. In traditional Thai culture, it is normal for Thai people to look after not only their families but also their siblings’ families. Also, there are many people living together in one house. For example, there are 4 people in one family, a father, a mother, and two children. When they grow up and get married, they are supposed to move out, and build up their families. However, they will stay in the same house with their parents as long as possible. Moreover, their parent often think it is not necessary for them to move, it is their duties to take care of them. Unlike Thai people, American people tend to be self-reliant. For example, most of American people move from their parent’s house since they graduate from high school. Also, they have their own jobs so they can have money and look after themselves. Moreover, their parents think in the same way. In short, unlike American people, Thai people place greater emphasis on in-group people.

Another major difference between The U.S. and Thailand is the attitudes to toward their success. The U.S. is much higher on masculinity than Thailand. In Thailand, people, especially women, do not tell much about their success or how they succeed. In other word, they feel ashamed to speak about those things and flatter themselves. For example, when successful people are invited to speak about how they succeed, most of them try to avoid this circumstance. In their opinion, they think it is not important for them to flaunt their success by themselves. They also think that their success is supposed to be spoke by others instead. In contrast, American people often speak about their success and be proud of themselves. Hofstede mentions, “Americans will tend to display and talk freely about their “successes” and achievements in life. Being successful person is not the great motivator in American society, but being able to show one’s success.” For example, compared to Thai people, if American people are asked about why they succeed in their business, they will be enthusiasm to talk about it. However, Thai people will say a few words and end up the conversation about their success quickly. In short, Thai people have less positive attitudes about their success than American people.

Despite these differences, one major similarity is how they handle with the present and future circumstances. Both of them are focus on the short term normative orientation. Therefore, they not only apply traditions and norms in the past to those situations but also forecast company’s performance in short term. Hofstede mentions, “Normative societies which score low on this dimension, for example, prefer to maintain time-honored traditions and norms while viewing societal change with suspicion.” In Thailand, for example, there was a significant financial crisis, Tom-Yom Koong, in 1997. The government used the same economic strategies they had used before. However, it did not fit to this crisis well. As a result, Thailand was in an economic downturn for several years. Like Thailand, there was the subprime mortgage crisis in the U.S. in 2008. Consequently, it affected to almost all countries in the world. One of the causes was lender and investors’ beliefs. They thought the housing industry and related banking and investing activity were strong enough and had no chance to collapse. They assumed based on previous statistics and information they had without noticing a few underlying changes happening at that time. In addition, both the U.S. and Thailand have financial reports for short-term forecasting. For examples, the reports are published for every month, quarter, and year. Financial information in these reports will be used to forecast the business’ trends in the next few months particularly. In short, both the U.S. and Thailand are tend to make a decision based on information in the past and short-term financial analysis.

In conclusion, The U.S. and Thailand have more differences than similarities. Unlike Americans, Thais tend to prioritize people not only themselves and their own families but also people related to them one way or another. Moreover, compared to Americans, Thais, mostly women, merely tell their story about their success. However, both Americans and Thais have low long-term thinking. Consequently, they focus on the past trends and short-term profit. Some people often think different and similarly cultures of different countries cause many conflicts. In fact, the societies will become diverse, and those conflicts will be decreased if people understand differences of cultures. Although, every culture has its own virtue, it depends on attitudes toward one culture.