

Impacts of Cross-Cultural Communication: Changes in Hofstede's Cultural Dimensions of Taiwanese University Students

Yi-Ti Lin
Tamkang University

Abstract

According to Hofstede's cultural dimensions, Taiwanese and Japanese are considered collectivistic, large power distance, more masculine, and high uncertainty avoidance, but with slight variations in their degrees of orientation within groups. The purpose of this study is to investigate how cross-cultural communication would influence Taiwanese participants' cultural dimensions. The participants were 107 English majors in Taiwan, among which 68 had enrolled in cross-cultural communication classes with Japanese university students, and 39 had enrolled in regular oral training classes. A cultural dimension questionnaire was devised based on Hofstede's cultural dimensions. The results indicated that a general tendency of cultural orientations was shared by all participants, but an obvious shift towards small power distance was evident which contradicted previous findings. With the influence of cross-cultural communication, the participants from the experimental group were significantly more collectivistic than those from the control group.

Keywords: cross-cultural communication, Hofstede's cultural dimensions, cultural development