

**DEFINITELY OR MAYBE?**

**PATTERNS OF PERCEPTION AND  
ACTING IN (FAR) EAST AND WEST–**

**PRESENTATION ABOUT THE  
BACKGROUND OF INTERCULTURAL  
DIFFERENCES**

**STIFTUNG  
MERCATOR**

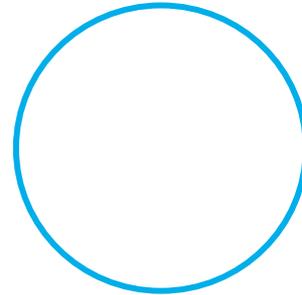
# RIGHT OR WRONG?

**„If I want to be successful in China I need to adapt to the local cultural customs.“**

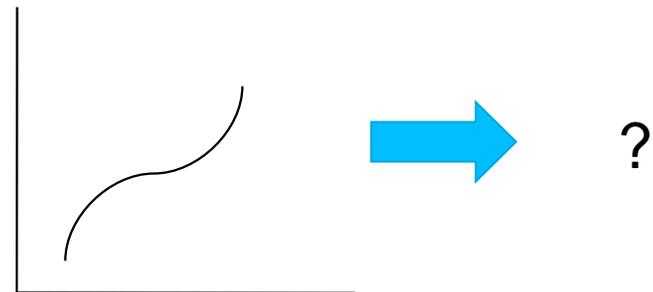
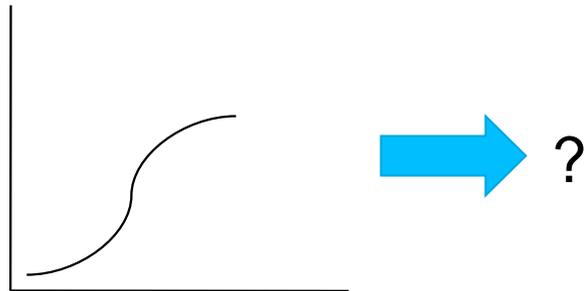
# THREE STATEMENTS

- 1. There are differences in people's perceptions that are derived from their cultural background.**
- 2. People's thought processes lead to certain beliefs that are rooted in the nature of the society in which they live.**
- 3. Differences in perception and thought also lead to differences in acting.**

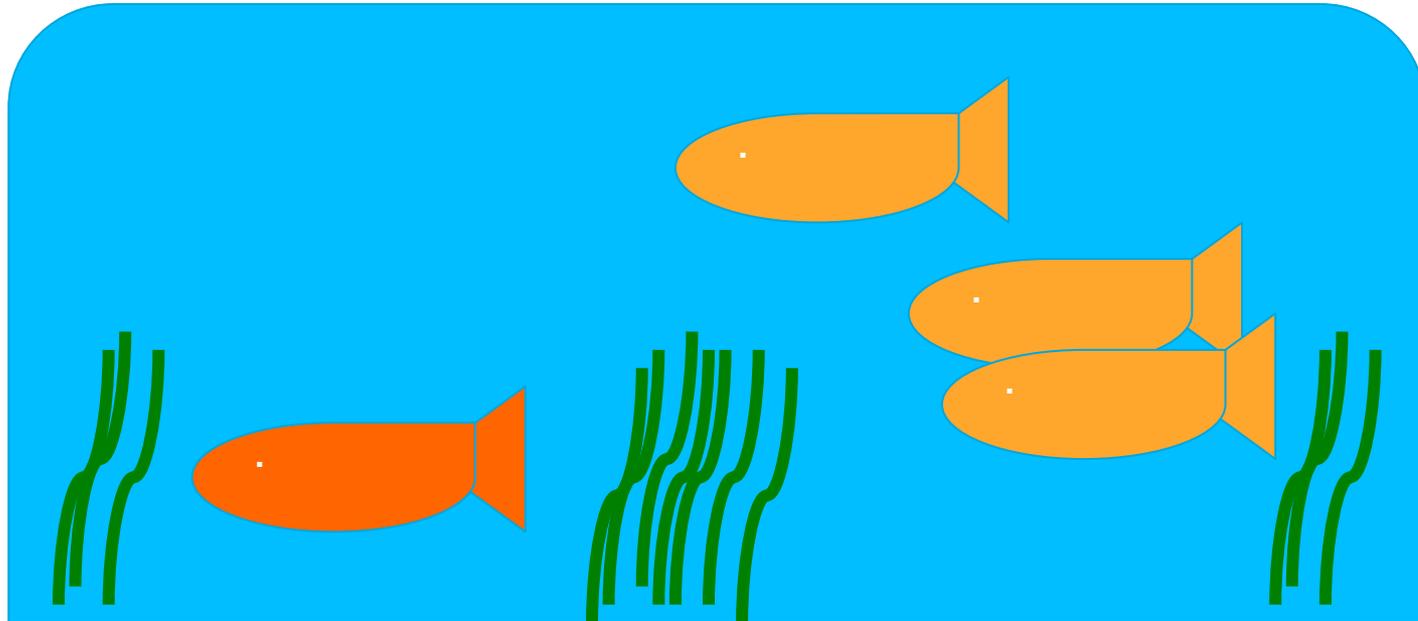
# WORLDVIEW



# CONTINUITY OR CHANGE?



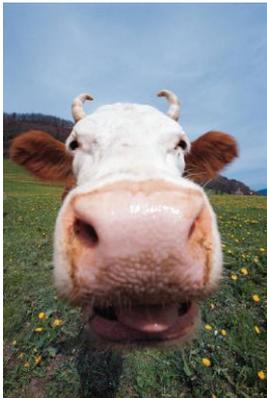
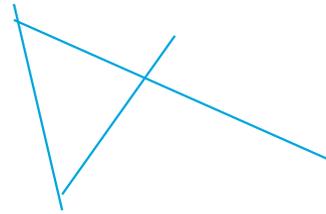
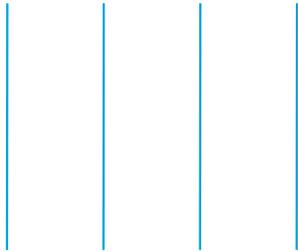
# WHAT DO YOU SEE?



# STEERING THE WHEEL OR SITTING IN A BOAT?

- 1. An organisation is a system that is designed in a way so that it can fulfil a certain purpose or a certain task efficiently. People are employed to perform these tasks with the help of machines and other equipment. They are being paid for the tasks they perform.**
- 2. A company is a group of people that work together. The people have social relations with other people and with the organization. Whether the organisation works or not is dependent on these relations.**

# LOGIC



# TRUE?

- **Every individual has a set of characteristic, easily recognizable attributes. Individuals want to be recognized by these attributes, so they want to be explicitly different from others.**
- **Humans strive to feel good; personal success and the sure feeling that they have positive characteristics are important for their well-being.**

# WEST AND EAST

## West

Freedom of individual acting

Wish to be exceptional

Preference for egalitarianism  
und achieved status

Belief in universally valid  
rules

## East

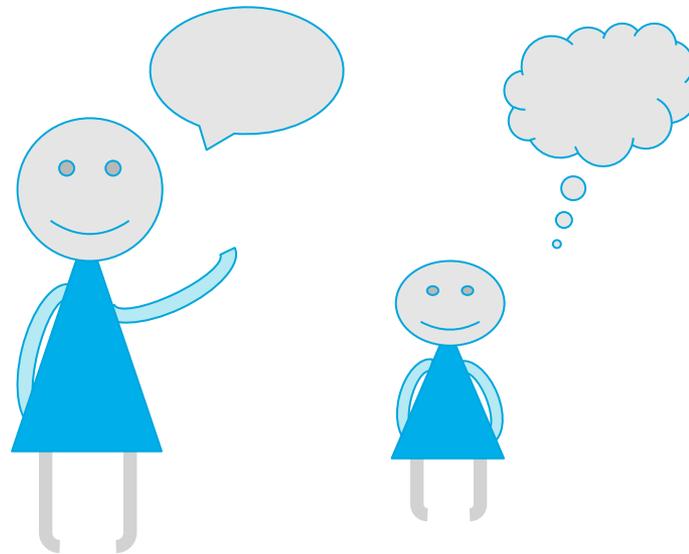
Collective acting

Desire for harmony

Acceptance of hierarchy and  
(socially) attributed status

Preference for particularistic  
approach

# SPEECH



# TAKE AWAYS

- 1. There are different patterns of perception and thought (not: abilities!), that are often subconscious. The thought processes are influenced by perception and influence imagination of processes and relations**
- 2. Social relations, world view and cultural surroundings influence the thought processes and a person's arguments and way of education**
- 3. A change of perspective is not easy but possible. The most important thing is to be conscious of the own influences and consider them in the own acting and communication.**