

APPENDIX. CVSCALE: A 26-Item Five-Dimensional Scale of Individual Cultural Values

Item	A(n = 577)	K (n = 633)	KA (n = 320)	Content and Scale Reliability
PO	1.97	1.91	2.07	Power Distance (A = .69; K = .61; KA = .64; P = .62)
PO1	2.13	1.65	2.29	People in higher positions should make most decisions without consulting people in lower positions.
PO2	2.03	2.85	2.24	People in higher positions should not ask the opinions of people in lower positions too frequently.
PO3	1.77	1.53	1.63	People in higher positions should avoid social interaction with people in lower positions.
PO4	1.96	1.84	1.98	People in lower positions should not disagree with decisions by people in higher positions.
PO5	1.95	1.68	2.20	People in higher positions should not delegate important tasks to people in lower positions.
UN	4.01	3.83	4.01	Uncertainty Avoidance (A = .80; K = .65; KA = .83; P = .71)
UN1	3.69	4.02	3.83	It is important to have instructions spelled out in detail so that I always know what I'm expected to do.
UN2	4.20	3.82	4.15	It is important to closely follow instructions and procedures.
UN3	4.11	3.64	3.98	Rules and regulations are important because they inform me of what is expected of me.
UN4	3.85	3.73	3.88	Standardized work procedures are helpful.
UN5	4.19	3.95	4.20	Instructions for operations are important.
CO	3.15	2.57	3.37	Collectivism (A = .80; K = .78; KA = .80; P = .76)
CO1	3.01	2.62	3.53	Individuals should sacrifice self-interest for the group.
CO2	3.67	2.36	3.79	Individuals should stick with the group even through difficulties.
CO3	3.21	2.70	3.45	Group welfare is more important than individual rewards.
CO4	3.17	2.63	3.41	Group success is more important than individual success.
CO5	2.90	3.02	2.98	Individuals should only pursue their goals after considering the welfare of the group.
CO6	2.90	2.10	3.07	Group loyalty should be encouraged even if individual goals suffer.
LT	4.12	4.18	4.02	Long-Term Orientation (A = .76; K = .73; KA = .74; P = .70)
LT1	4.27	4.15	4.19	Careful management of money (Thrift)
LT2	3.88	4.41	3.77	Going on resolutely in spite of opposition (Persistence)
LT3	4.31	4.37	4.23	Personal steadiness and stability
LT4	4.14	4.33	4.01	Long-term planning
LT5	3.75	3.53	3.66	Giving up today's fun for success in the future
LT6	4.39	4.28	4.24	Working hard for success in the future
MA	2.53	3.16	2.86	Masculinity (A = .77; K = .64; KA = .69; P = .68)
MA1	2.11	3.05	2.59	It is more important for men to have a professional career than it is for women.
MA2	2.60	2.58	2.82	Men usually solve problems with logical analysis; women usually solve problems with intuition.
MA3	2.36	3.20	2.65	Solving difficult problems usually requires an active, forcible approach, which is typical of men.
MA4	3.07	3.83	3.38	There are some jobs that a man can always do better than a woman.

A = Americans; K = Koreans; KA = Korean-Americans; and P = the pooled sample.

extracted from:

Boonghee Yoo, Naveen Donthu & Tomasz Lenartowicz (2011):
Measuring Hofstede's Five Dimensions of Cultural Values at the Individual Level: Development and Validation of CVSCALE,
Journal of International Consumer Marketing, 23:3-4, 193-210,
DOI: 10.1080/08961530.2011.578059