

# Semira: Simulating the Emergent Impact of Regulations Across cultures

Gert Jan Hofstede



Case: smoking ban in bars  
Project plan  
Culture  
Operationalizing culture



[www.semira.wur.nl](http://www.semira.wur.nl)

Partners:  
ISTC-CNR, Rome, Rosaria Conte;  
Utrecht University, Frank Dignum;



INESC-ID, Ana Paiva;  
Wageningen University

# Case: Smoking ban in bars



“The End of smoking party” in café Kerkzicht in Loosbroek, the Netherlands, 30 June 2008

## Netherlands:

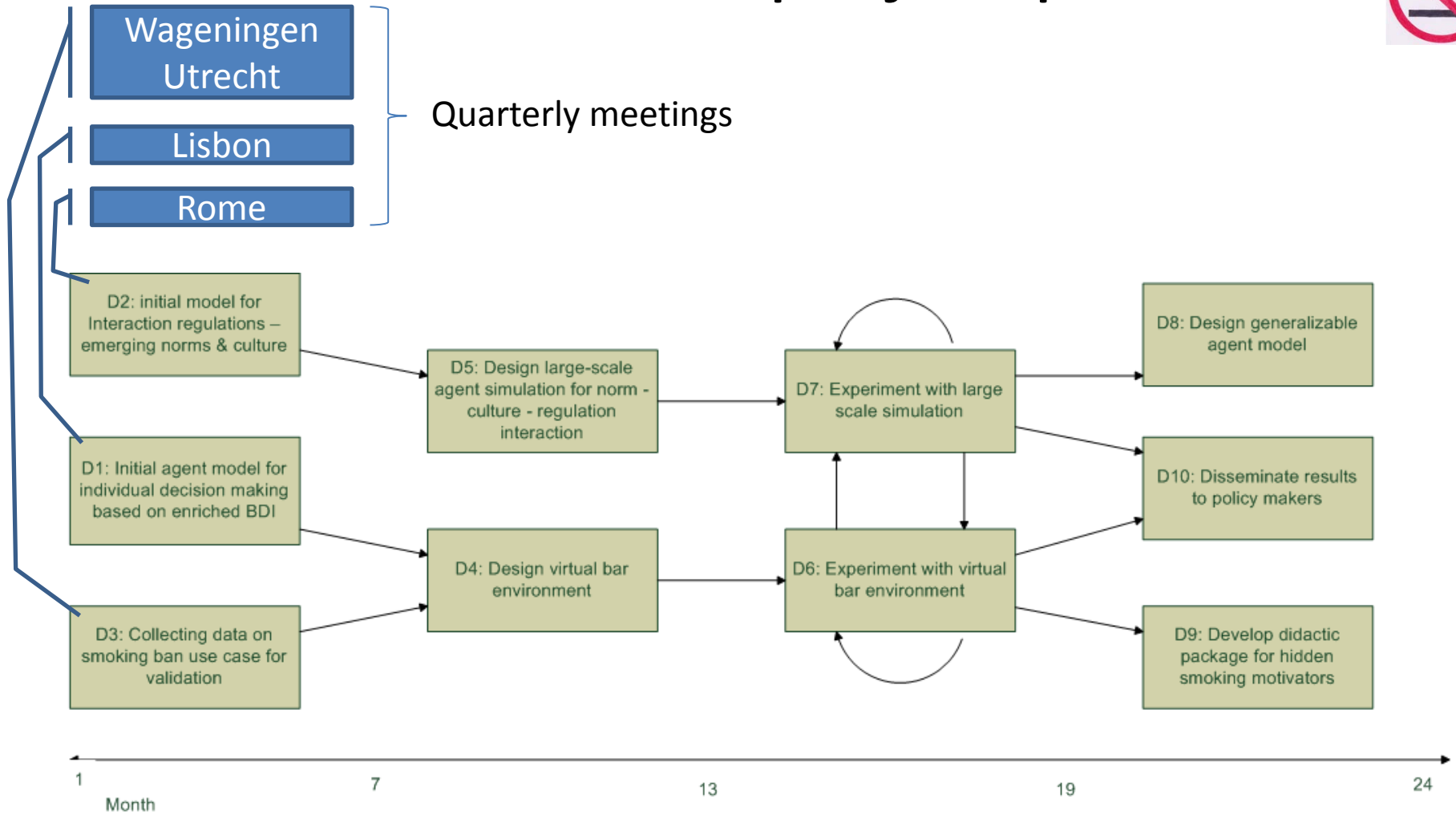
- 2008: smoking ban
- 2008-2010: commotion, exceptions
- 2010: smoking ban revoked for small cafés.

## High court:

- No personnel, no legal basis
- Unfair competition to small cafés

Role of culture?

# Semira project plan



# Learning culture

Children learn

- **from** parents, siblings, playmates
- **about** being a good child, friend,...
- **about** respect for elders, asking questions, working hard, having fun, ...

Team members learn

- **from** leaders, one another
- **about** being cool, being a loser, belonging



acculturation



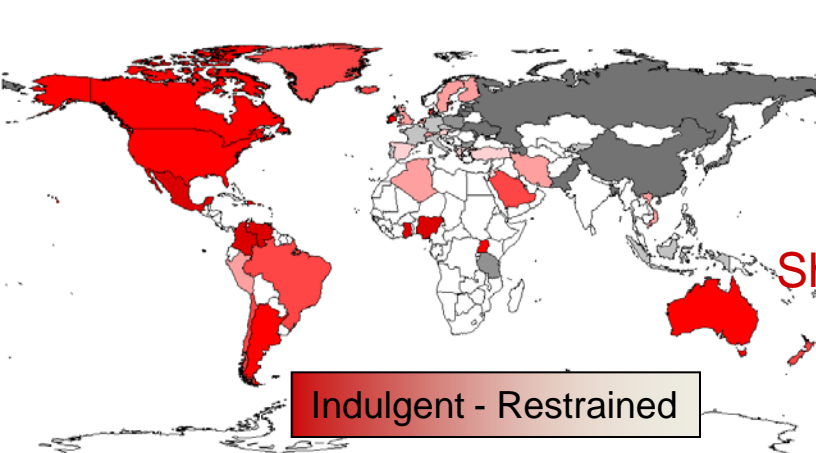
# Culture and the moral circle



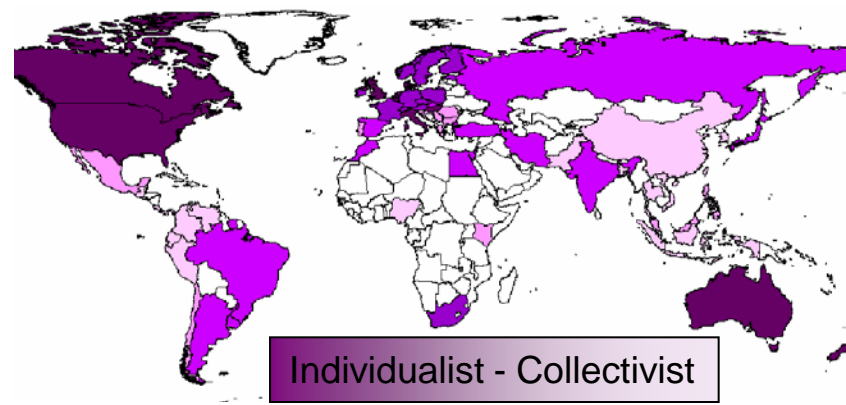
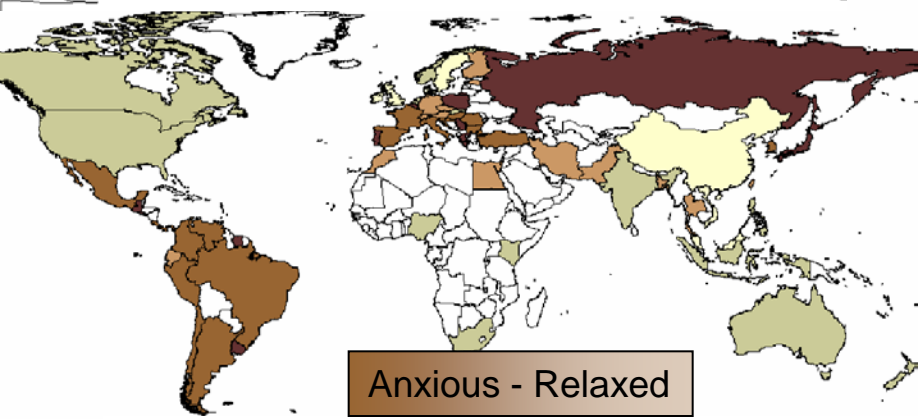
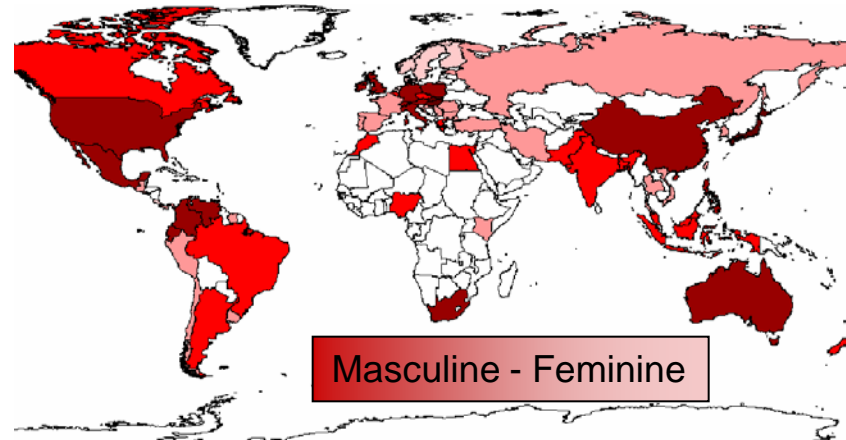
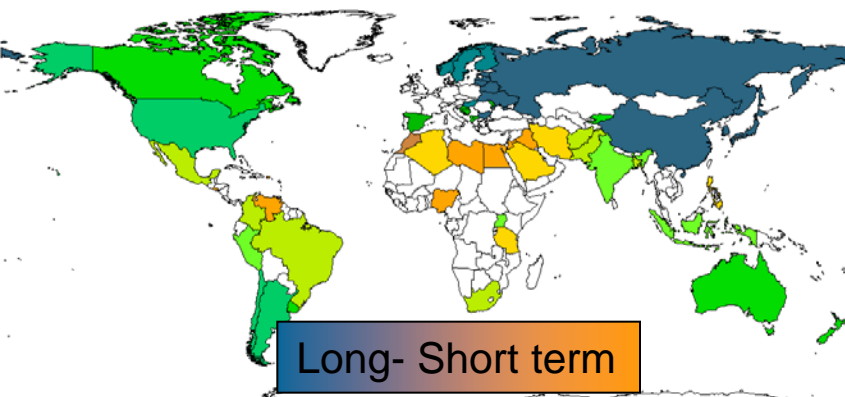
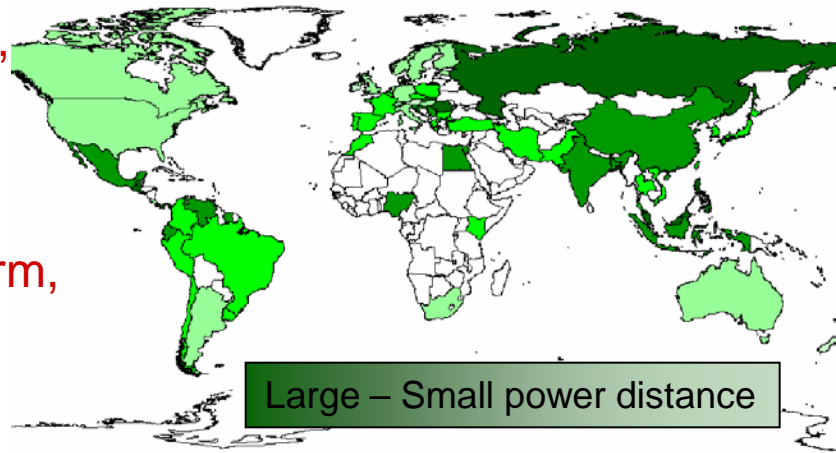
- Culture is **the unwritten rules of the social game**
  - divide scarce resources
  - balance our **individual** drives
  - ...with our moral **group** needs
- Culture is how to be a good member of the moral circle.
  - does not apply to non-members!
- Rituals
  - Find out who is a good member
- Culture constrains effect of regulation
  - Culture taught in childhood
  - **Regulations** imposed in adulthood
  - ...and have to follow '**l'esprit de la nation**' (Montesquieu)

# The six big issues of culture (CHAOSI)

- Collectivity and identity
  - Am I a unique individual? Or a group member?
- Hierarchy
  - Are all people equal? Or born with a rank?
- Aggression and gender
  - Warriors vs. maidens / mothers? Or unisex?
- Otherness and truth
  - Are strange things dangerous? Or interesting?
- Short- or long term virtue
  - Live for today? Or for later?
- Gratification of needs
  - Enjoy or toil?



Collectivism,  
Hierarchy,  
Aggression,  
Otherness,  
Short / long term,  
Humility:  
Which map  
is what?



Six dimensions of culture (Cultures and Organizations 3<sup>rd</sup> ed 2010)



# So what?

Smoking or not will depend on

- Institutions
  - ...that themselves depend on:
- Personal attributes
  - Status, gender, health, age...
- Social drives
  - How heroes behave
  - Group affiliation
- Cultural unwritten rules
  - Collectivism
  - Relation to authority
  - Anxiety
  - Permissiveness

We can model this

- At individual level
- At group level
- Using same basic drives and cultural rules at both levels

And fit with data

And use for didactic purposes

[www.semira.wur.nl](http://www.semira.wur.nl)

[www.gertjanhofstede.com](http://www.gertjanhofstede.com)

# A possible model

