OUTSOURCED MOVIE
and
HOFSTEDE DIMENSIONS
OF CULTURE

Submitted By:
Mariam Sulaiman H00269923

Instructor:
Stephen Trinder
Comparison between India and United States
Power Distance

- The low power and high power distance is defined here. The Americans have the concept of high power distance over rest of the world as they think they are strong and dominant. We have seen in the movie that in beginning how Todd communicated in the movie with his boss Dave in different times especially in a scene where he said to his boss “slime ball” and also “cheap bastard”. Whereas when Todd went to India to train the team he saw that being a manager all the employees are saying him Boss, Sir or Mr. this is the power difference found in both the countries.

- Another place is the scene where Todd being considering himself a high powered person also felt that he will just give the command to Indian workers and they will just obey him silently and he will not give any value to their opinion. The negotiation scene between David and Todd shows that they negotiate in small power distance environment.
Individualism VS Collectivism

- Americans are generally individualist. Indians are more collectivist.

- This is what we have seen in the movie as well when the company of Todd says him to go to India irrespective of his life security and los of his job in America and is rank. He just wanted his company to run their call center successfully in India. They just wanted the call centers equipped with workers that cost them the least amount of money possible this showed the individualism in the movie.

- Another scene when Asha helping Todd in many issues irrespective of her job description reflects Collectivism.

- Todd and Dave both are company and task oriented and worried about company's rating which we have seen while their conversation before Todd left for India(Individualism).

- Another scene which reflects collectivism is when maid of Todd keeps the leftover food for needy people outside at the wall. (Collectivism. )

- We can see when we do a comparison between India and United States that invalidism score in India is 48 and the score in United States is 91. The difference is very clear.
Individualism VS Collectivism

- Another aspect of collectivism we have seen in the movie scene are when Puro acts as a social orientation, early on, concerned about Todd’s unwell appearance from eating gola, he abandons his job responsibilities to go find food that will help Todd’s stomach.
- Also, The scene when Puro and Todd were talking about the family and Puro asked Todd if he live with his family but he was shocked that he is not living with his family and he visit them few times in the year even that they live in a nearly place it need only two hours to reach to them.
- In America if you have a job and money so you can leave your parents house and leave independently and even in another city, while in India even if you got married you should not leave your parents not independently even with your wife or alone they love big families in India and that’s Individualism versus Collectivism.
Masculinity and Femininity

- Both countries are having masculine culture where they refer men over women.
- Americans are not strict in women education and job. Whereas Indian women is housewife and Americans are more liberal.
- In movie the example is shown in a scene when Asha was telling her story to Todd about her struggle against the Indian culture to get education and then job shows the concept of masculinity.
- Whereas the femininity is seen in the scene when Todd made Asha AM for her efforts irrespective of her gender. The scene reflects that Americans do not look for gender discrimination in work environment.
- India scores 56 on this dimension and is thus considered a Masculine society. India is actually very Masculine in terms of visual display of success and power. The designer brand label, the flash and ostentation that goes with advertising one’s success, is widely practiced. However, India is also a spiritual country with millions of deities and various religious philosophies. It is also an ancient country with one of the longest surviving cultures which gives it ample lessons in the value of humility and abstinence. This often reigns in people from indulging in Masculine displays to the extent that they might be naturally inclined to. In more Masculine countries the focus is on success and achievements, validated by material gains. Work is the center of one’s life and visible symbols of success in the work place are very important.
In the mid of movie we have seen the uncertainty avoidance, its shown that how well the neighbor of Todd fights with his uncertainty and find creative solutions for his problems. This inspired Todd and in the scenario of electricity shut down where he takes the action to restore the electricity of call center. This exhibits the uncertainty avoidance example. This shows that Indians are more accepted to uncertainty as compared to Americans which is also seen in the movie when Todd tells them that their job is now outsourced to china. An example from a movie scene “Todd promotes her to assistant manager, saying he believes that “Asha can do anything.” Those words are magical for Asha. “I always wanted to believe that, but until you, I didn’t think it was true,” she tells Todd”

Another wonderful example of uncertainty avoidance shown in the scene when the employees reacted very calmly at the time when Todd tells them that their outsourcing will be now shifted to China.
Long term VS short term orientation

- American are short term oriented while Indians are long term oriented.
- Indians learn from each other while Americans irritates each other and also Indians are people oriented while Americans are job oriented.
- The example is reflected in the scene when Todd chosen for India because he has no dependents, in spite that he was not having any overseas experience.
- For Indians their families and future comes first which we have seen in the scene of arranged marriage of Asha which she tells Todd that she was engaged when she was 4 and now though she likes Todd but she has to follow the Indian orientation.
- Another example When he went to the home they give him some Indian food as a hospitality but they got shocked that he eat in his left hand while they eat in the right hand and he but his hand back again in the same food while his hand is dirty form his mouth so they told him that they don’t do like that and in India you should follow their habits because they are retain it strongly.
Indulgence VS Restraint

• Indulgence relates to free gratification of basic and natural human drives related to enjoying life and having fun where as the restraint is the society that holds back gratification of needs and regulates it by mean of strict social norms In the movie outsourced Todd belonged to the indulgence society whereas when he came to India here he saw the restraint society. He adopted the environment which we have seen in the scenes like when he came back he made first call to his parents which previously he didn't bother too in months.

• India receives a low score of 26 in this dimension, meaning that it is a culture of Restraint. Societies with a low score in this dimension have a tendency to cynicism and pessimism. Also, in contrast to Indulgent societies, Restrained societies do not put much emphasis on leisure time and control the gratification of their desires. People with this orientation have the perception that their actions are Restrained by social norms and feel that indulging themselves is somewhat wrong.
APA References

• https://www.youtube.com/watch?v=NKsX-rDBd3o
