

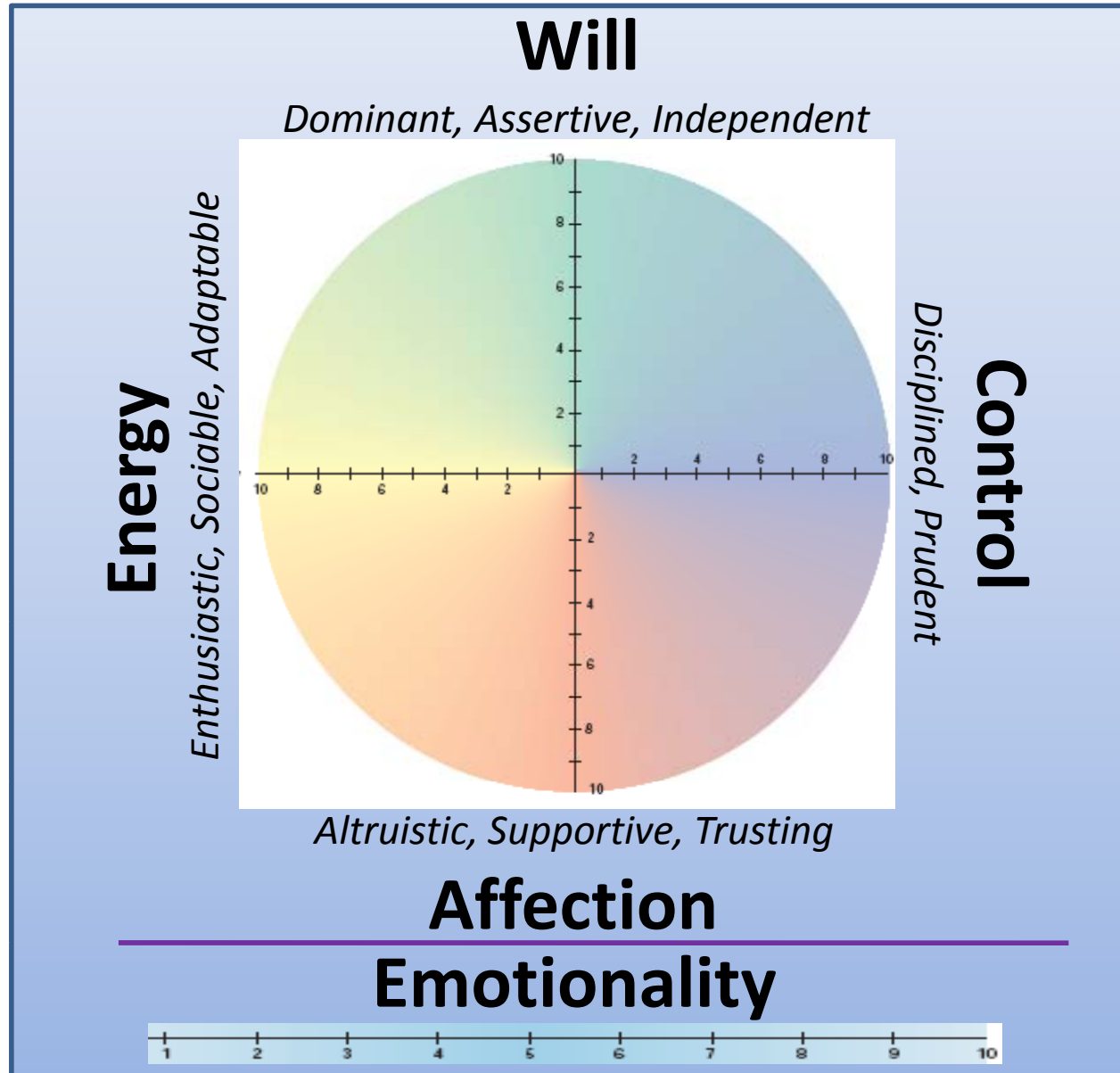


National Character

Presented by Norman Buckley,
Redfield Consulting



The Facet5 Model





Facet5 sample





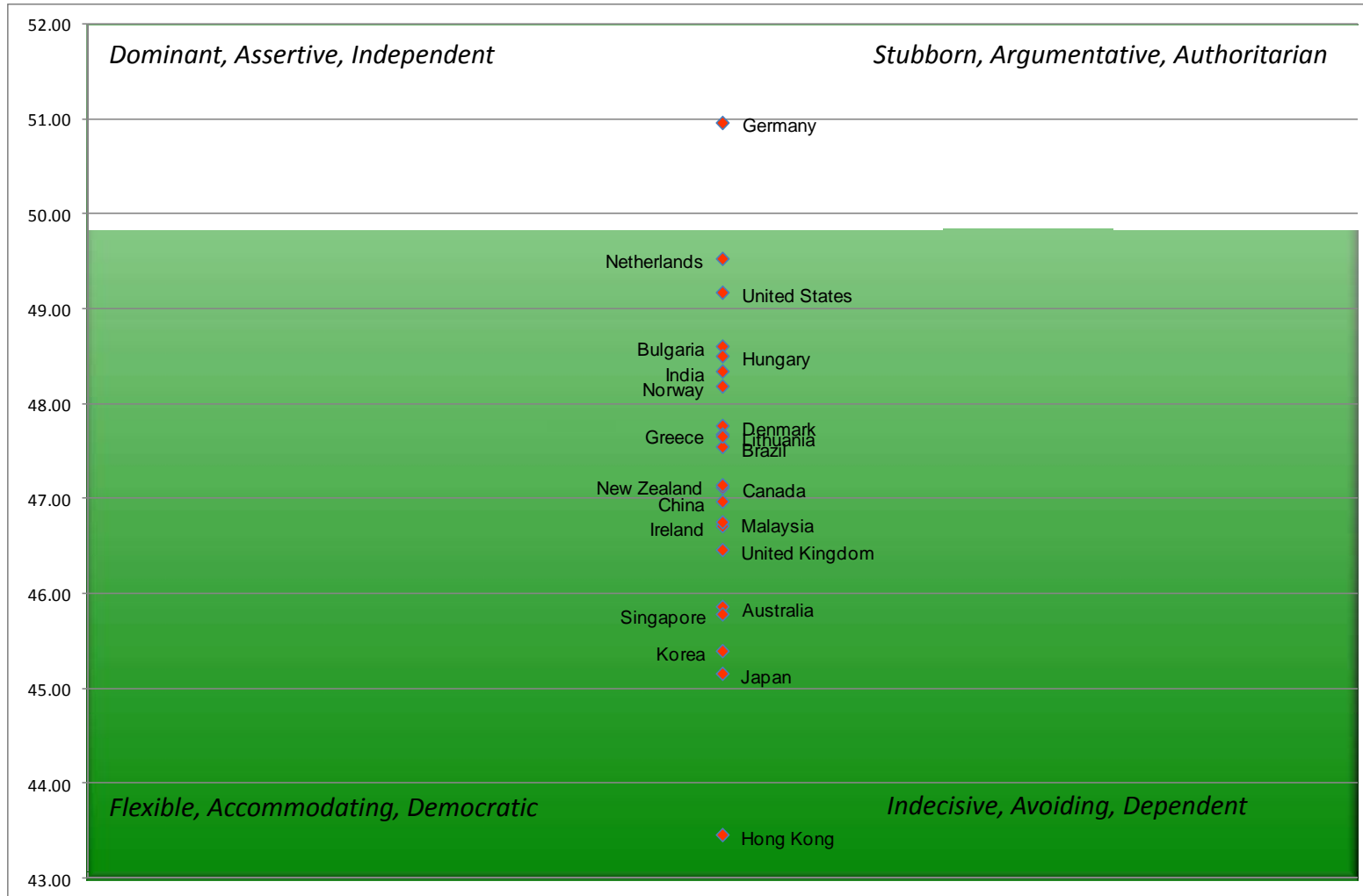
Anova of Facet5 Scores by Country

Facet5 Factor	Mean Square	F	Sig.	Eta	Eta Squared
Will	2608.04	49.88	0.00	0.14	0.02
Energy	2867.60	46.74	0.00	0.14	0.02
Affection	7278.16	103.97	0.00	0.21	0.04
Control	13184.00	165.04	0.00	0.26	0.07
Emotionality	12863.26	141.48	0.00	0.24	0.06

Effect sizes for Eta Squared: 0.01 = small, 0.06 – Medium, 0.14 = Large

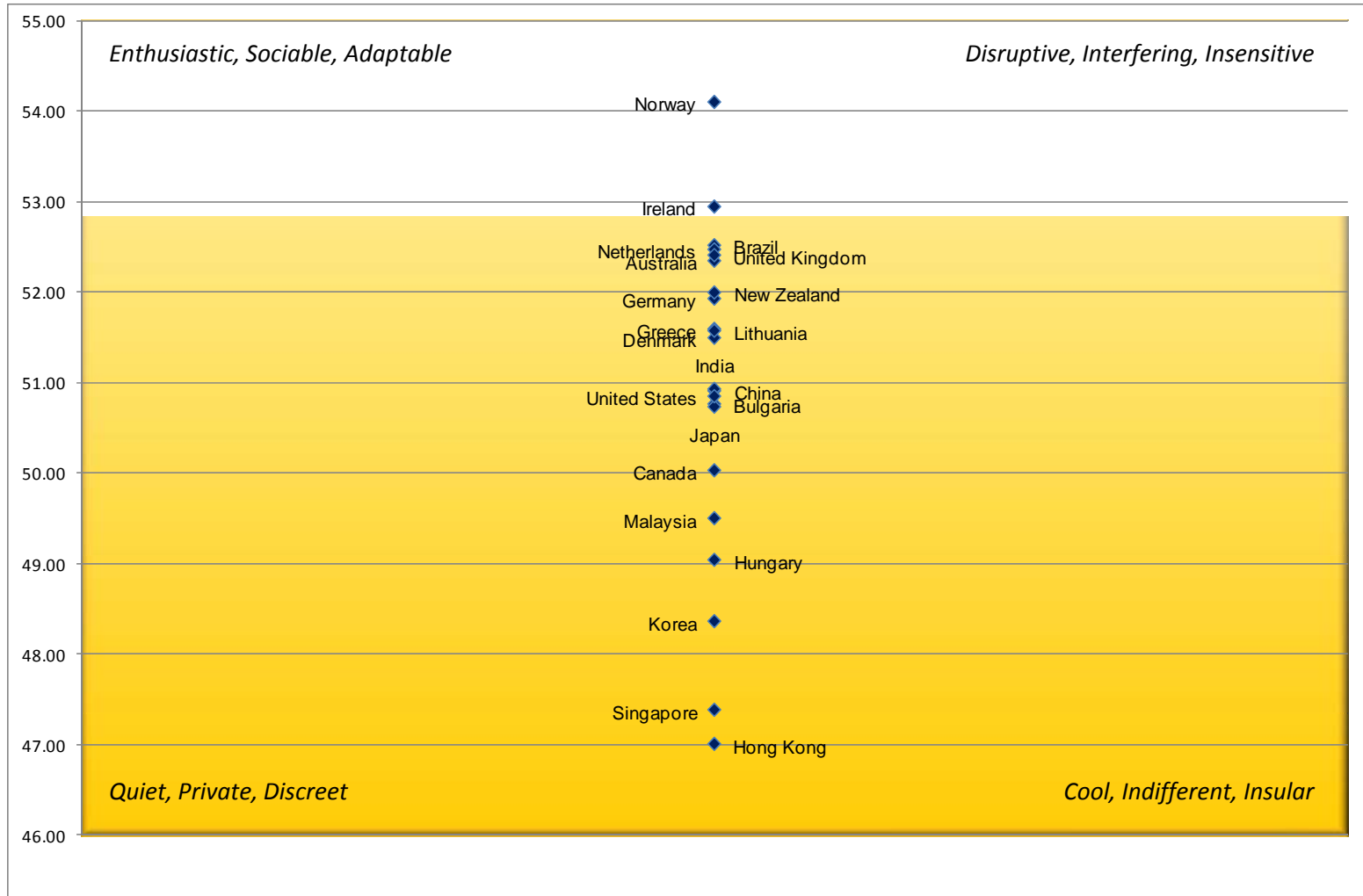


Will



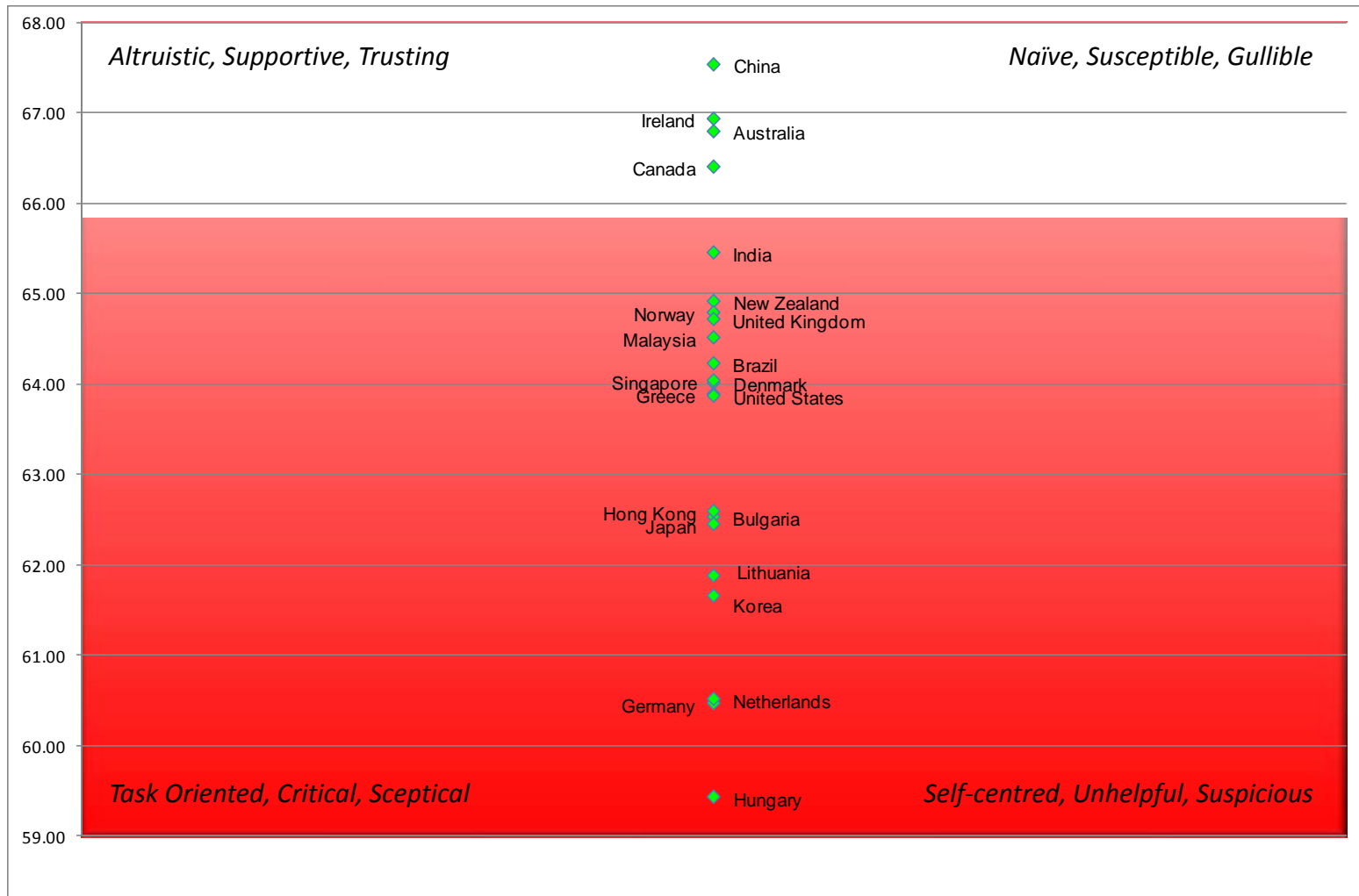


Energy



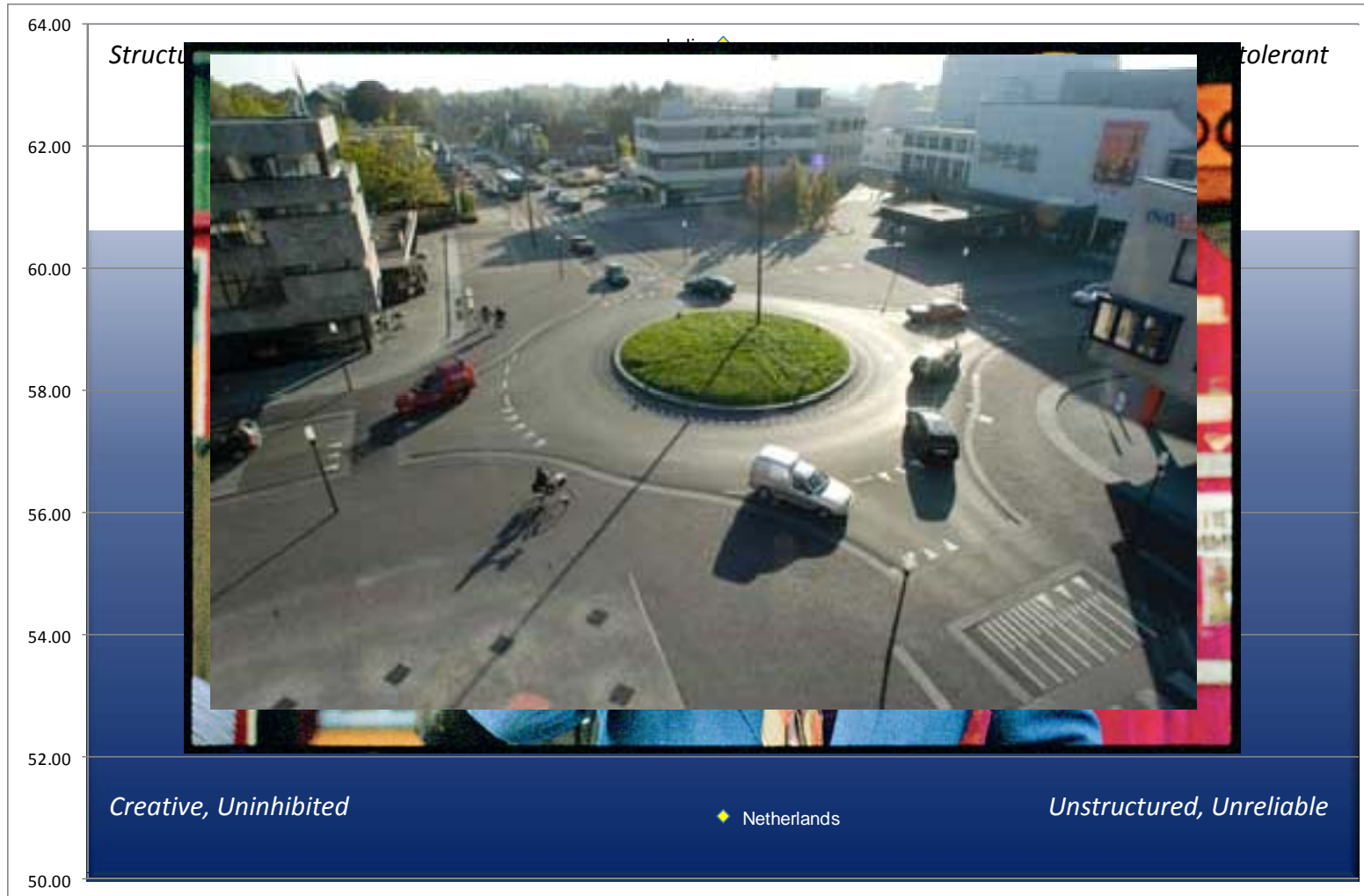


Affection



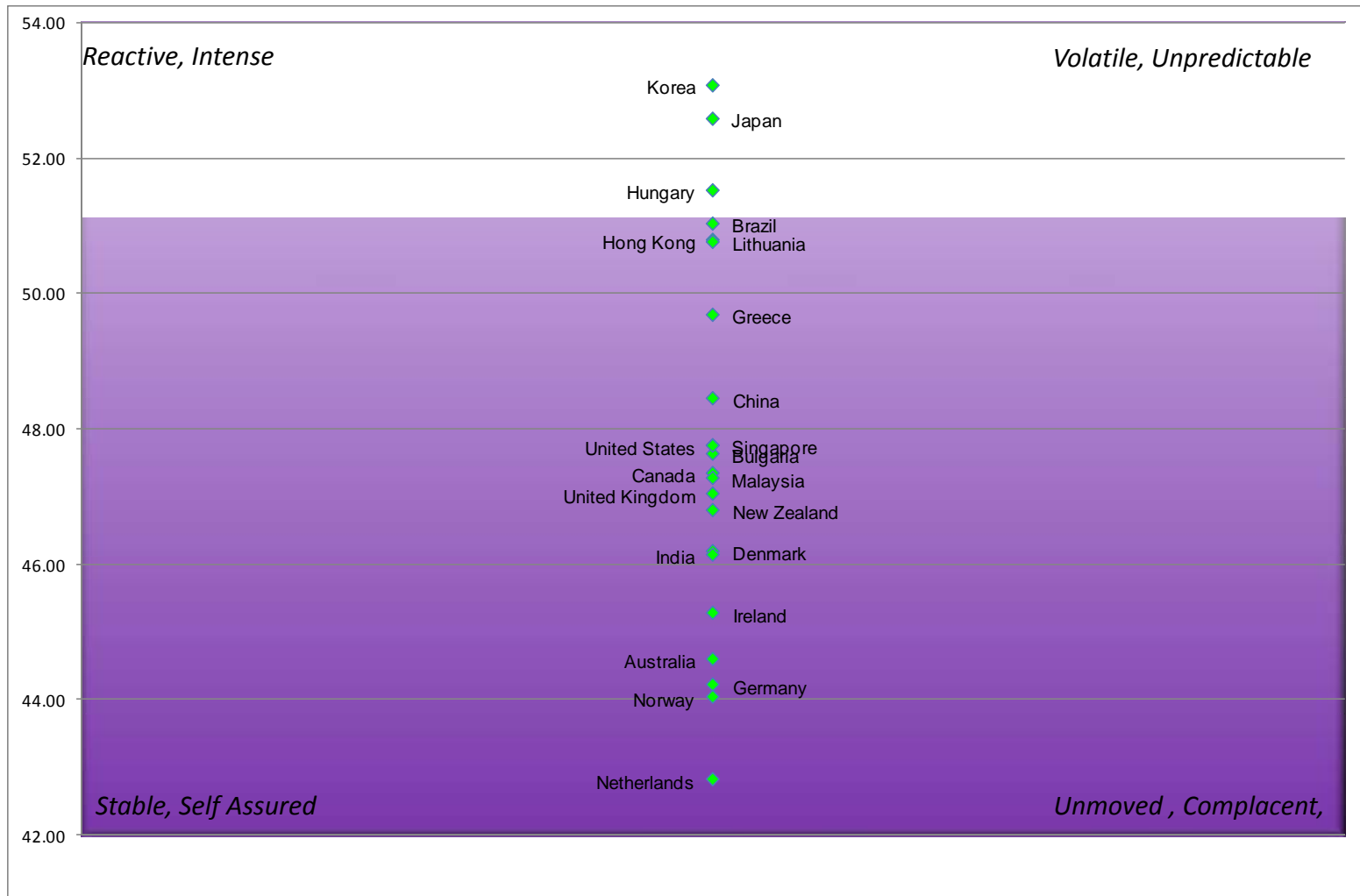


Control



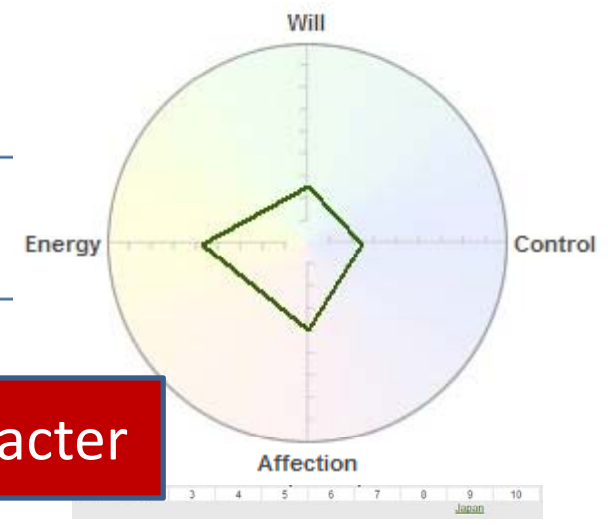
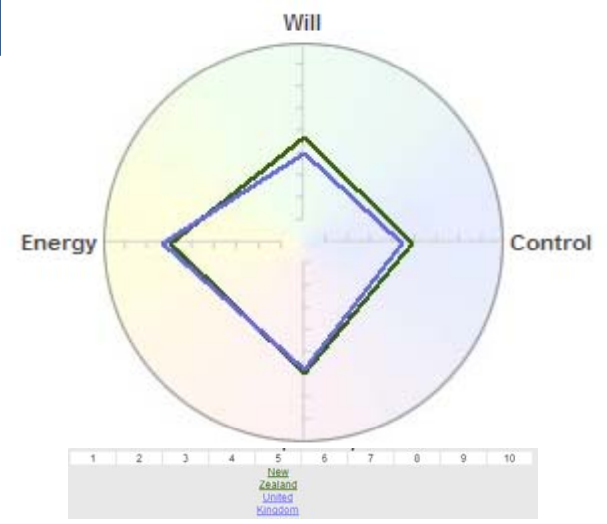
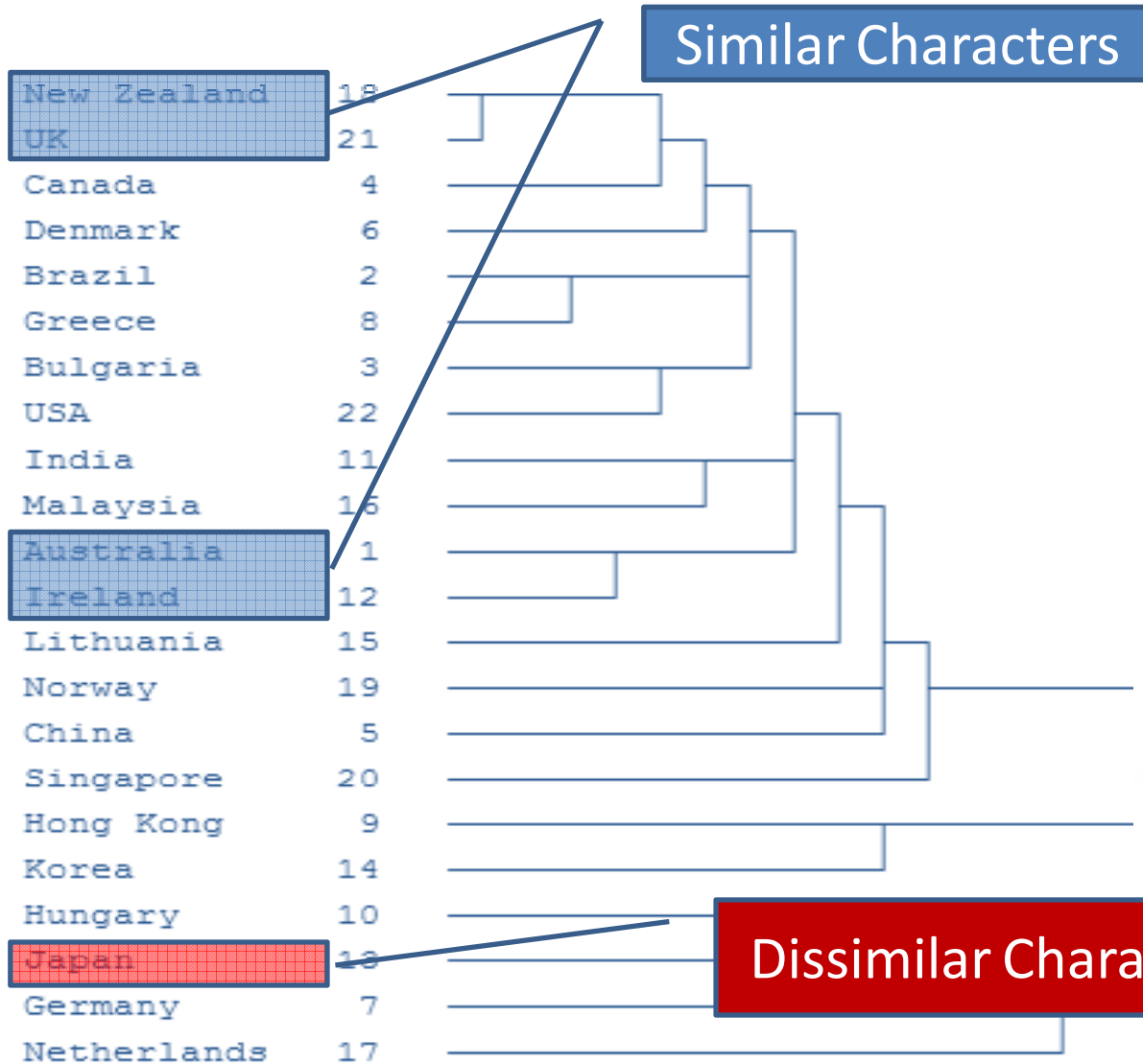


Emotionality





Similar Countries

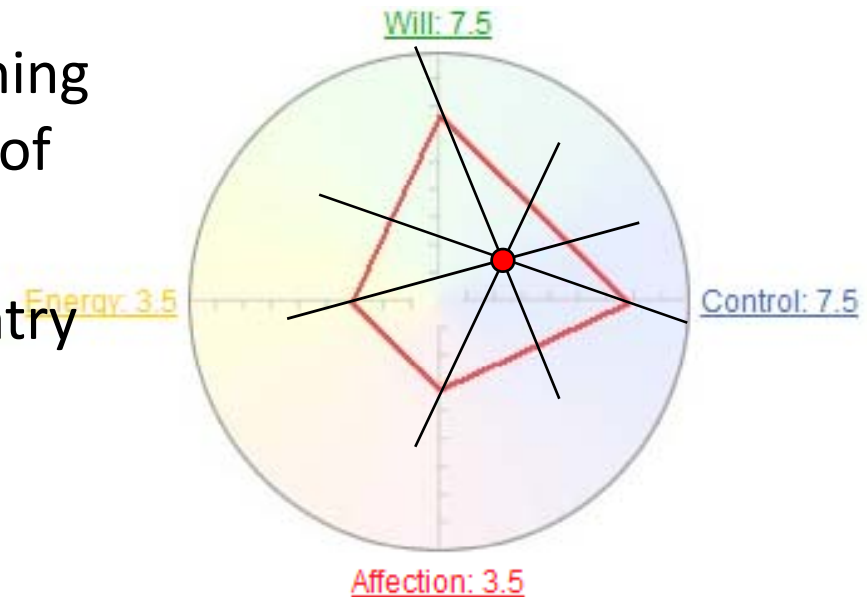


Dissimilar Character



Facet5 Snapshots

- Computing Snapshots
 - Find intersection of lines joining each corner with the centre of the opposite side
 - Plot that point for each country



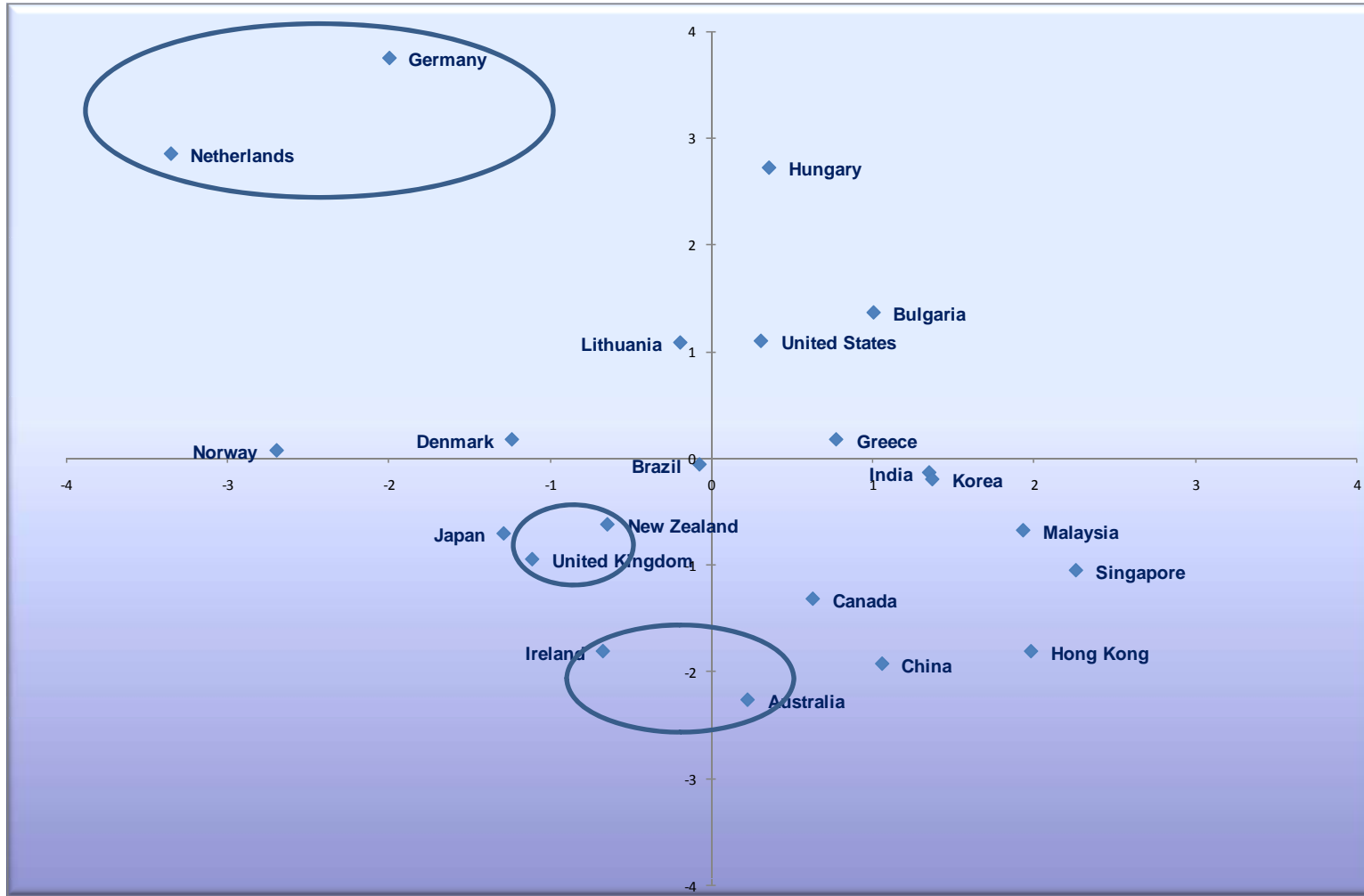


Global Snapshot

Will

Energy

Control



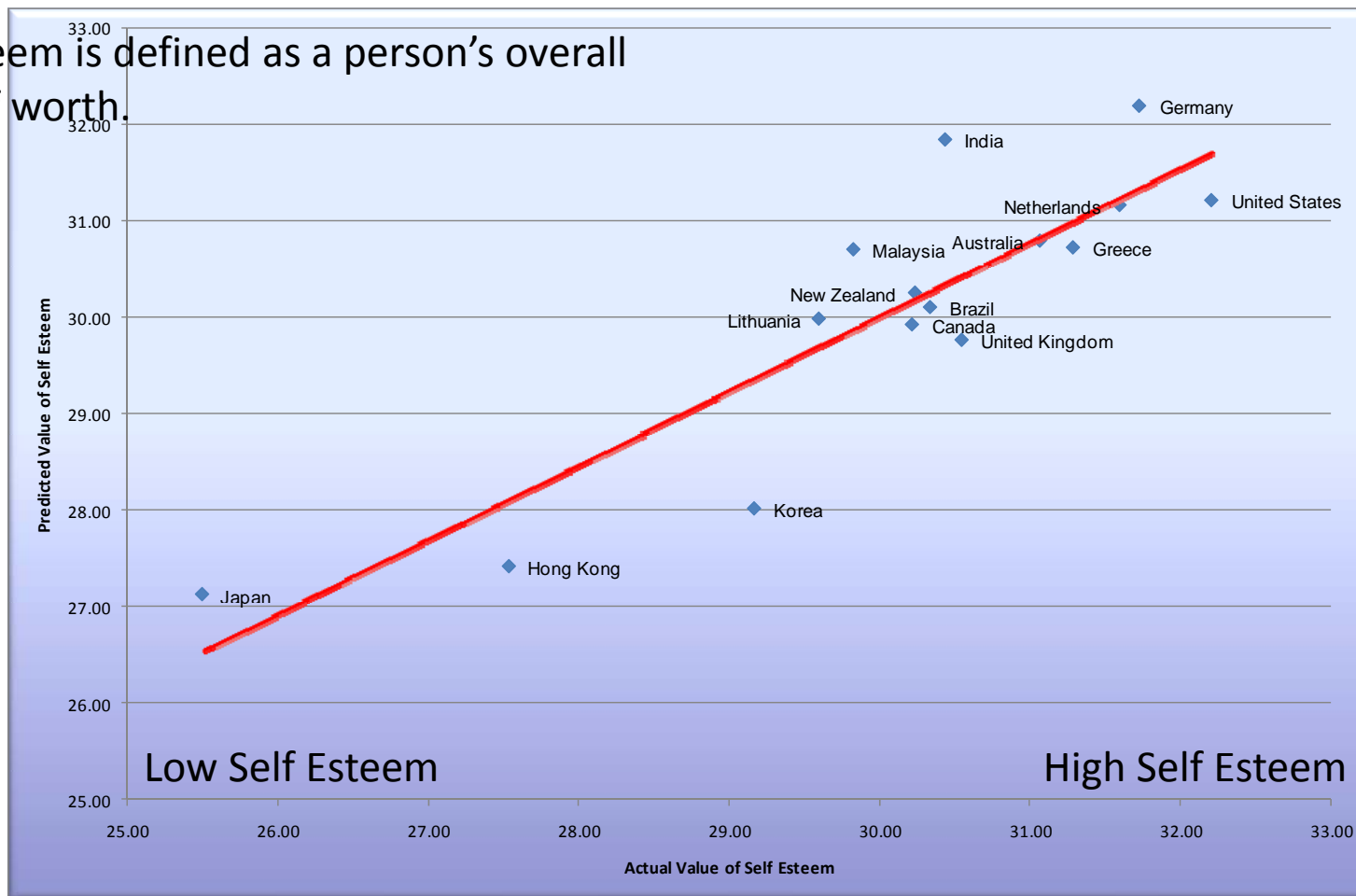
Affection



Self Esteem (Rosenberg's Index)

	Will	Energy	Affection	Control	Emot'ality	Multiple R
Self Esteem	0.75	0.52	0.14	0.15	-0.68	0.88
<i>Sig (2 tailed)</i>	.00	.04	.63	.59	.01	.01

Self-esteem is defined as a person's overall sense of worth.



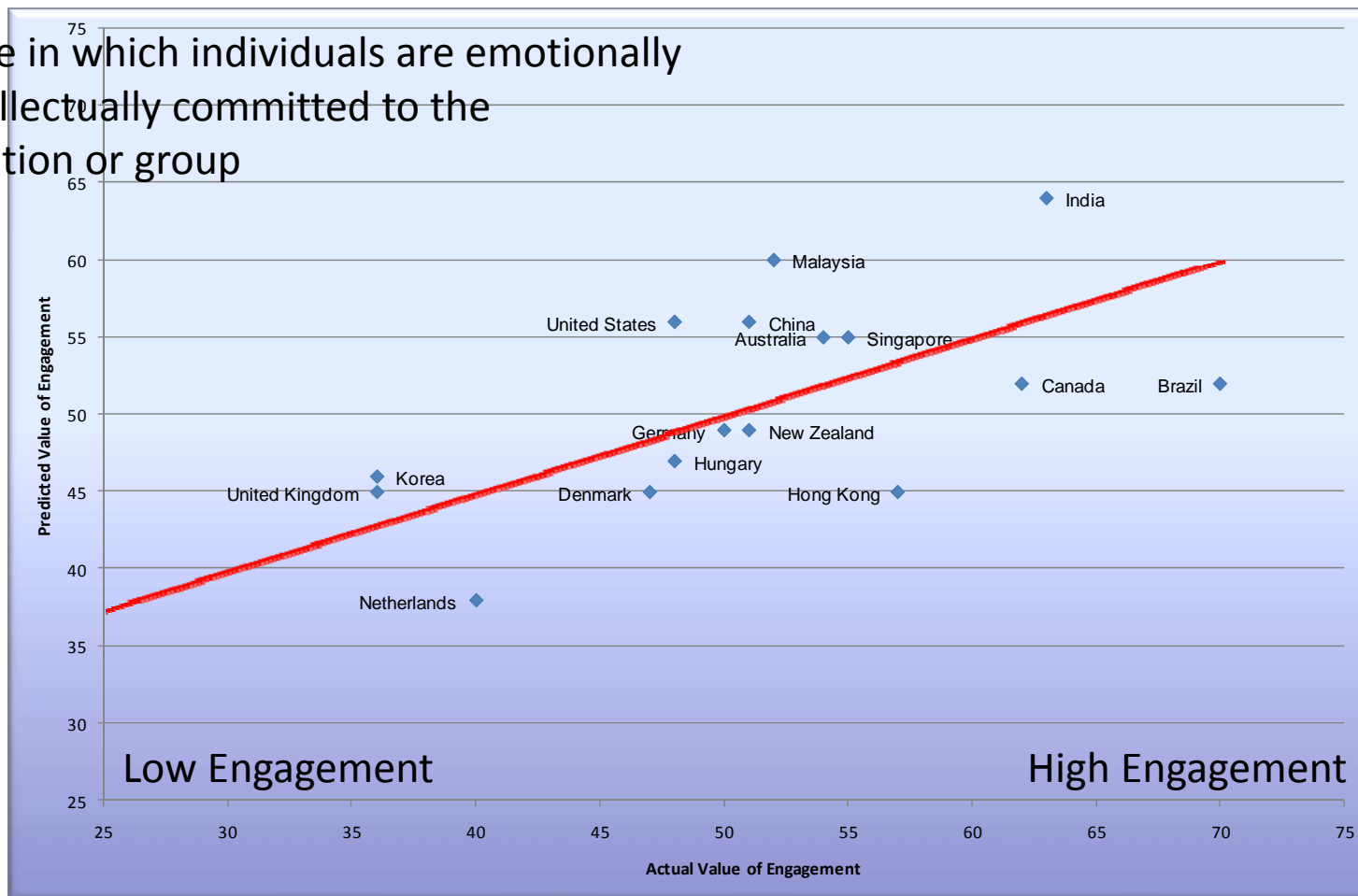
High Will & energy,
Low Emotionality



Engagement

	Will	Energy	Affection	Control	Emot'ality	Multiple R
Engagement	0.18	-0.05	0.40	.60	-0.18	.72
<i>Sig (2 tailed)</i>	.65	.85	.10	.01	.49	.13

The state in which individuals are emotionally and intellectually committed to the organization or group

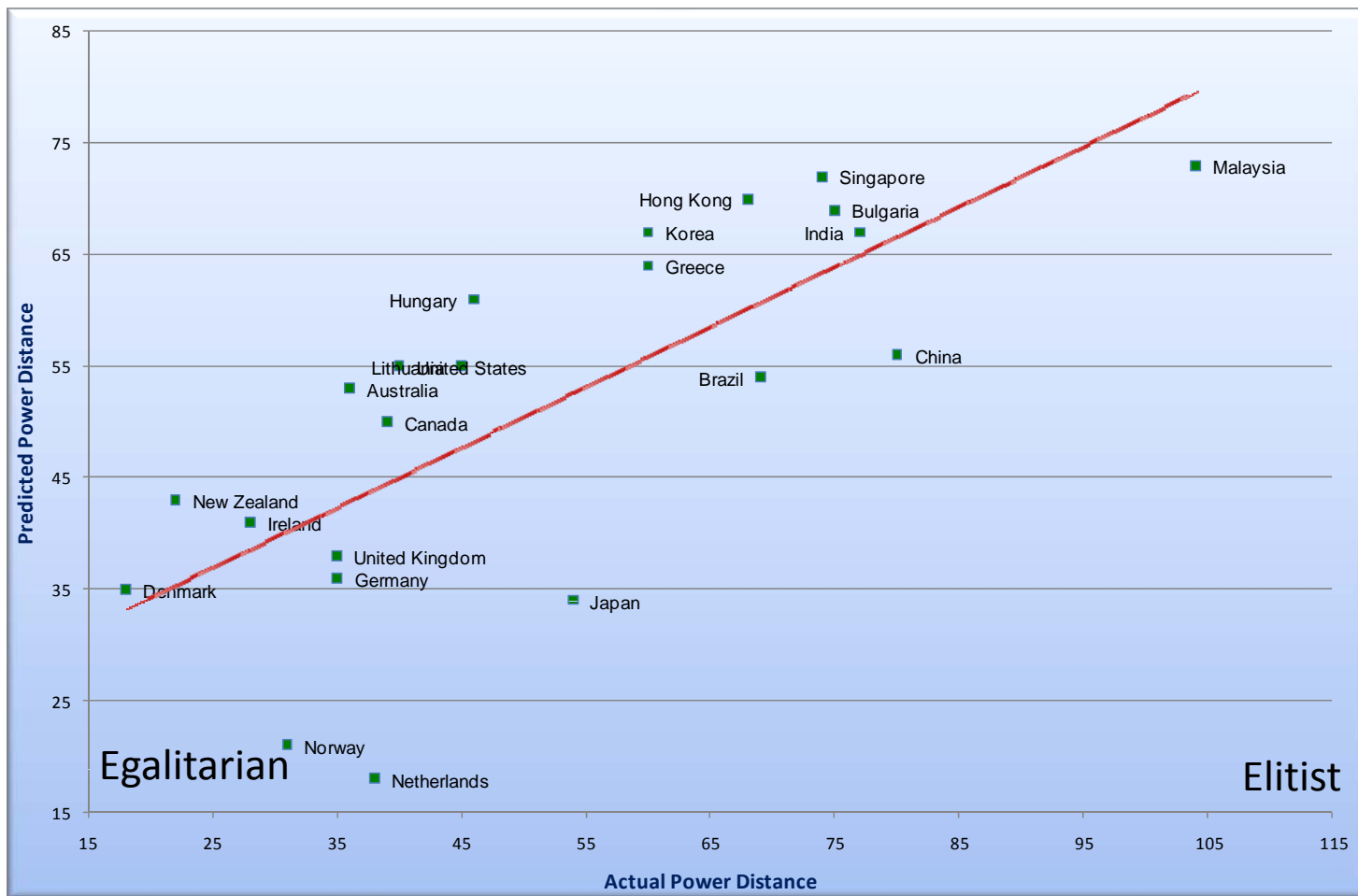


Higher Affection and Control



Hofstede – Power Distance

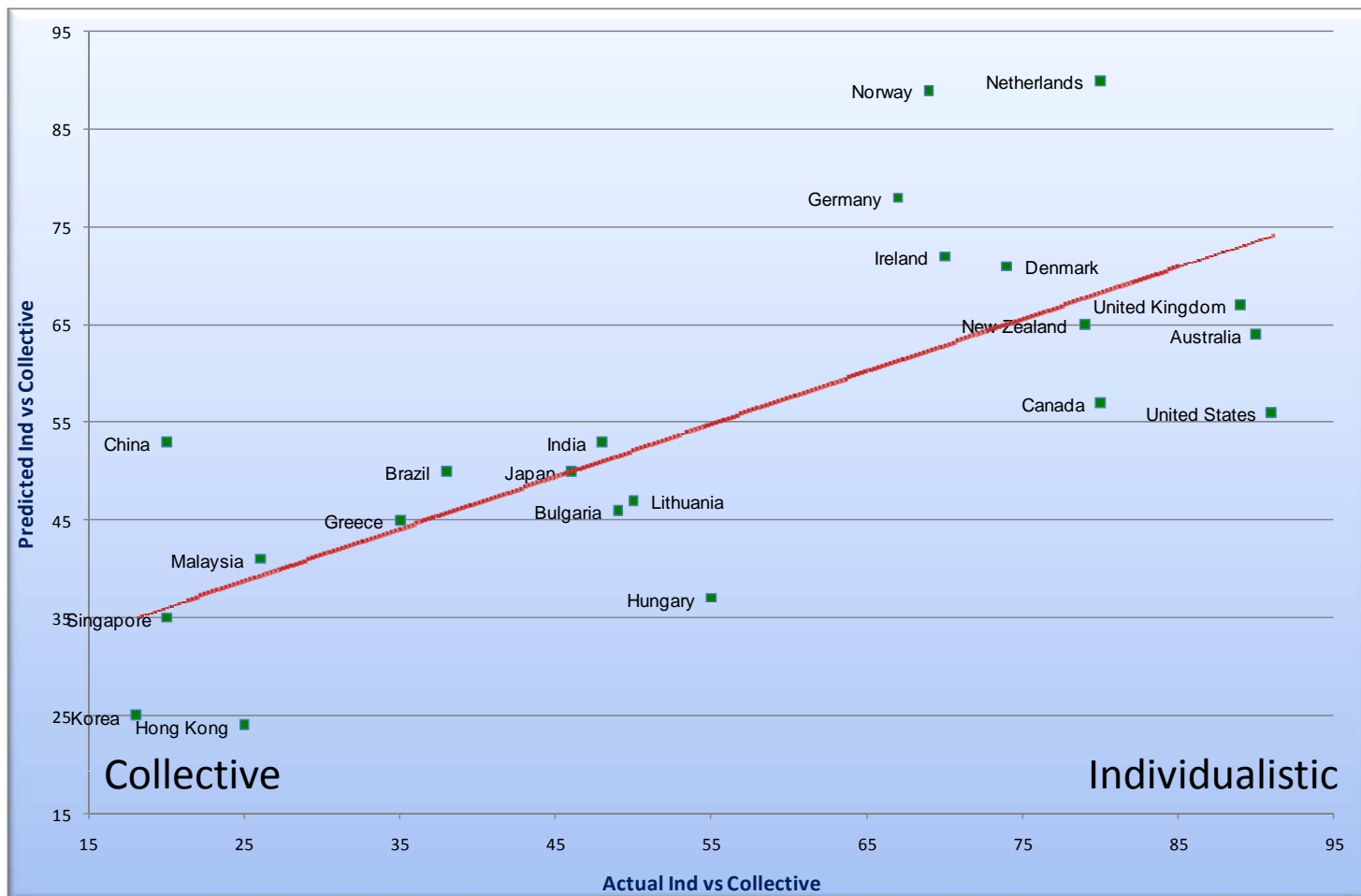
	Will	Energy	Affection	Control	Emot'ality	Multiple R
Power-Dist	-0.25	-0.53	0.04	0.55	0.37	0.74
<i>Sig (2 tailed)</i>	.26	.01	.87	.00	.08	.02





Hofstede – Individualism

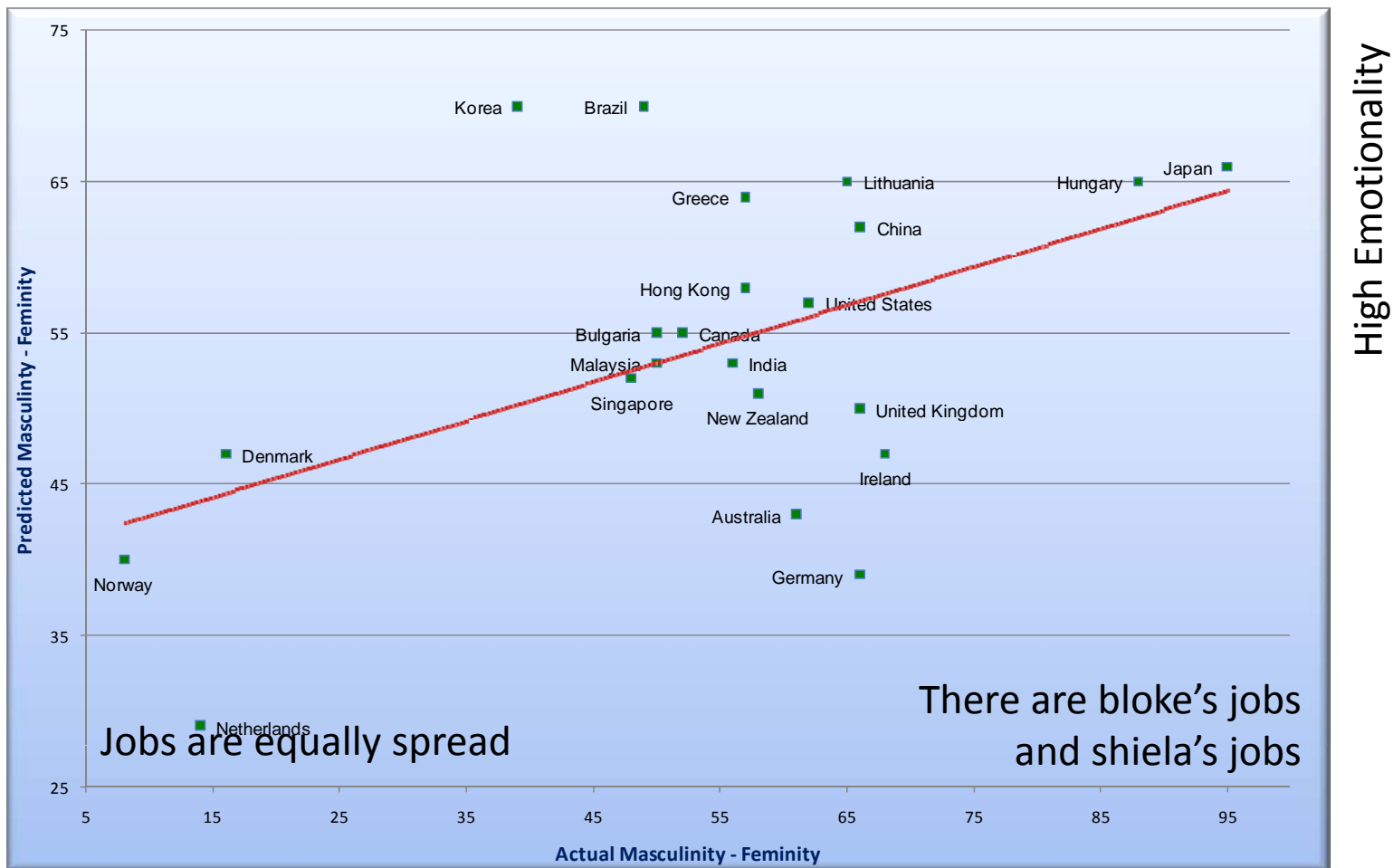
	Will	Energy	Affection	Control	Emot'ality	Multiple R
Ind-Coll	0.41	0.62	0.12	-0.34	-0.56	0.73
<i>Sig (2 tailed)</i>	.06	.00	.59	.12	.00	.01





Hofstede – Masculinity vs Femininity

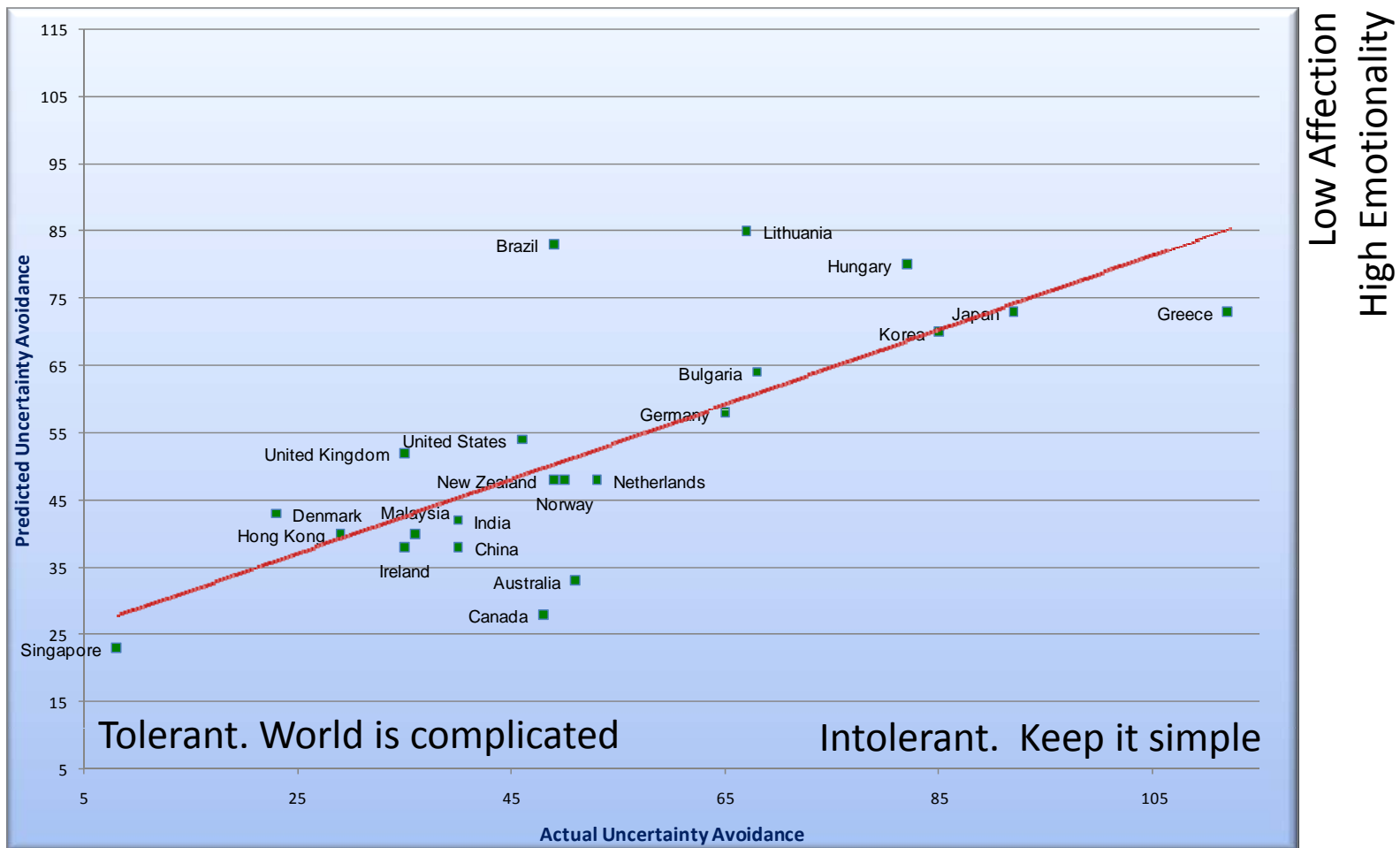
	Will	Energy	Affection	Control	Emot'ality	Multiple R
Masc-Fem	-0.19	-0.22	-0.04	0.22	0.48	0.51
<i>Sig (2 tailed)</i>	.39	.33	.87	.32	.02	.39





Hofstede – Uncertainty Avoidance

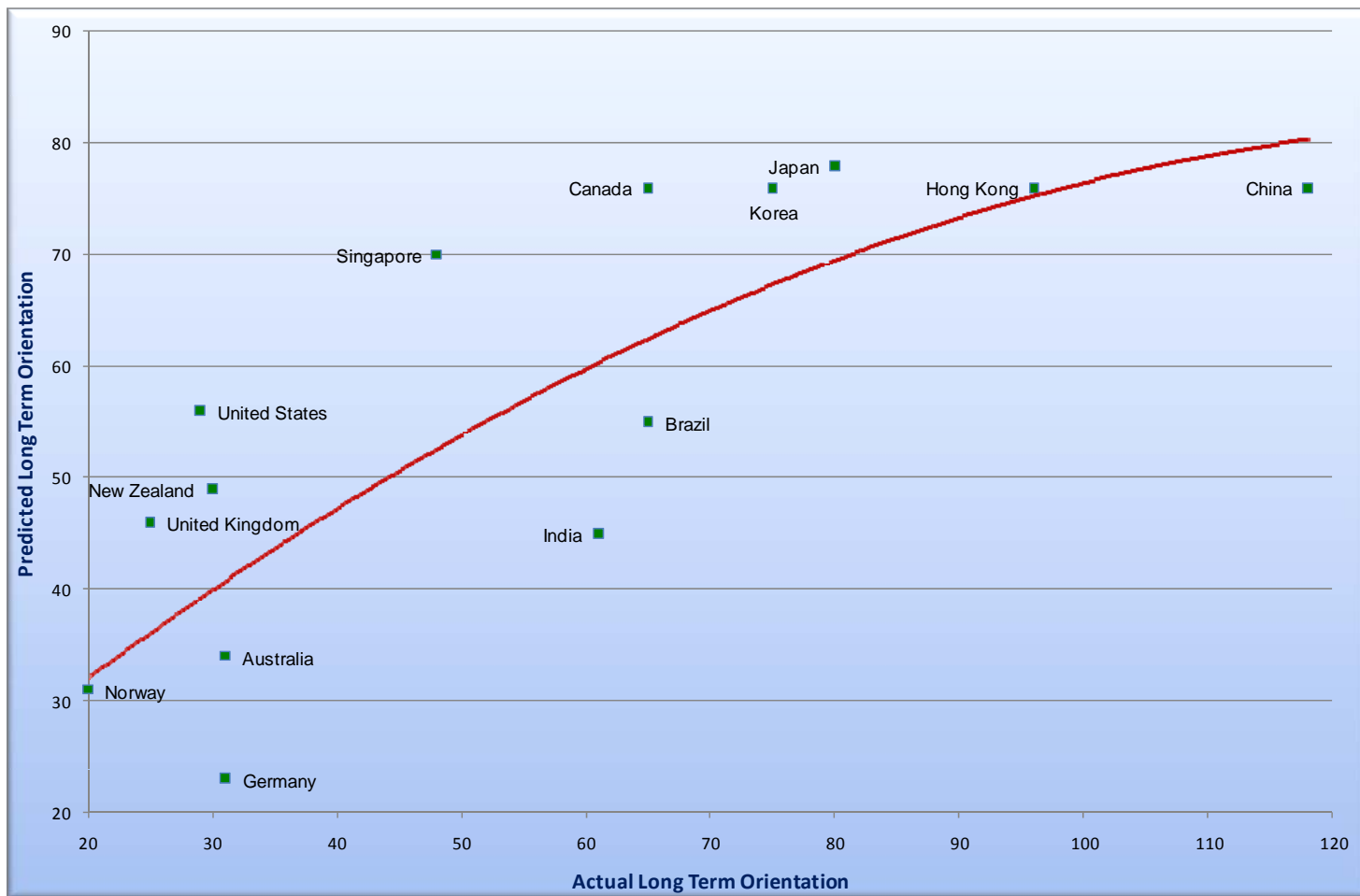
	Will	Energy	Affection	Control	Emot'ality	Multiple R
U-A	0.17	0.10	-0.45	-0.10	0.44	0.74
<i>Sig (2 tailed)</i>	0.45	0.65	0.04	0.67	0.04	.01





Hofstede: Long Term Orientation

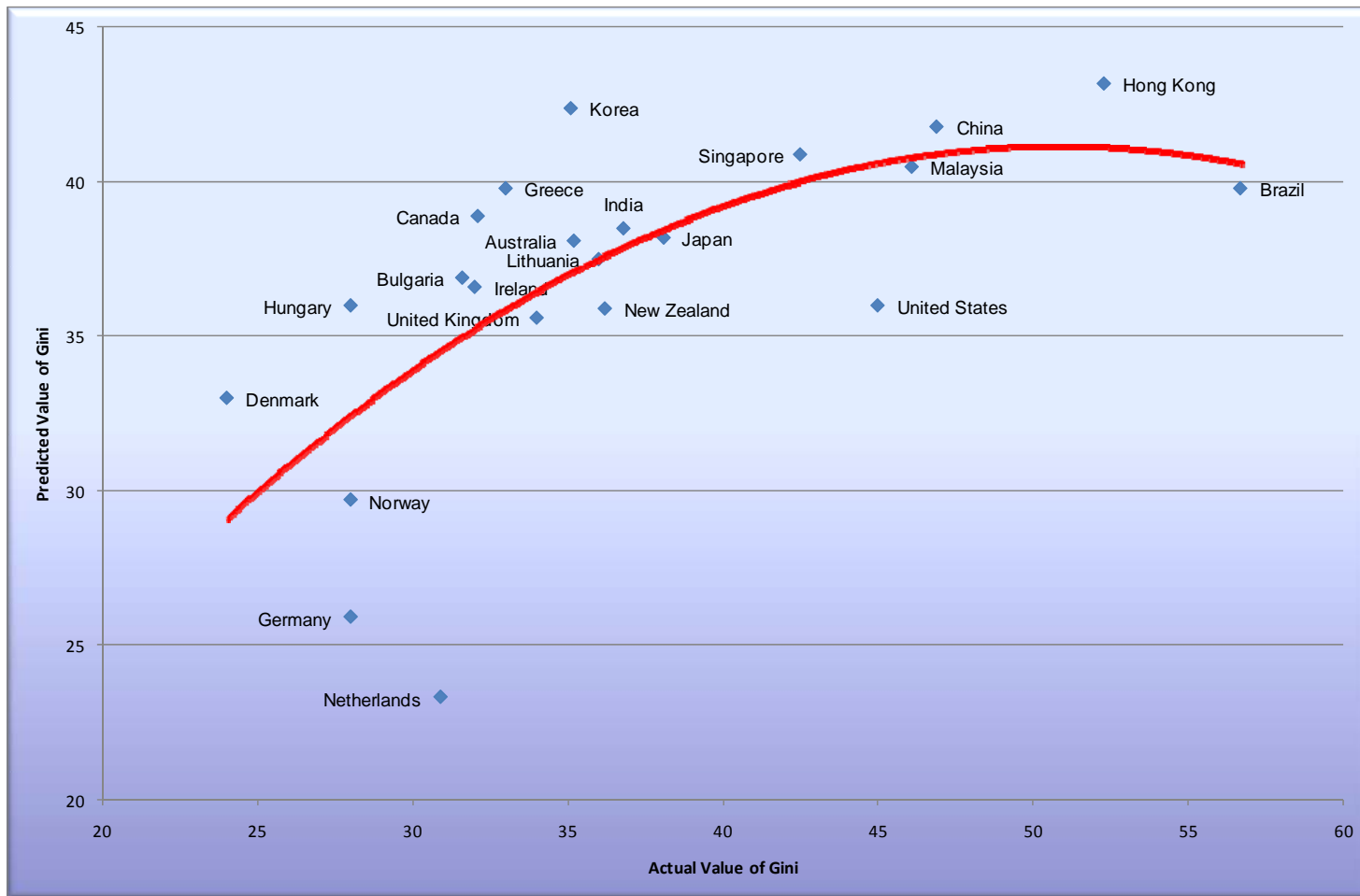
	Will	Energy	Affection	Control	Emot'ality	Multiple R
LTO	-0.49	-0.52	0.12	0.26	0.59	0.72
<i>Sig (2 tailed)</i>	.05	0.4	.65	.34	.02	0.14





Global-Economic Measures

	Will	Energy	Affection	Control	Emot'ality	Multiple R
GINI	-0.44	-0.35	0.23	0.44	0.41	0.60
<i>Sig (2 tailed)</i>	.04	.10	.31	.04	.06	0.17

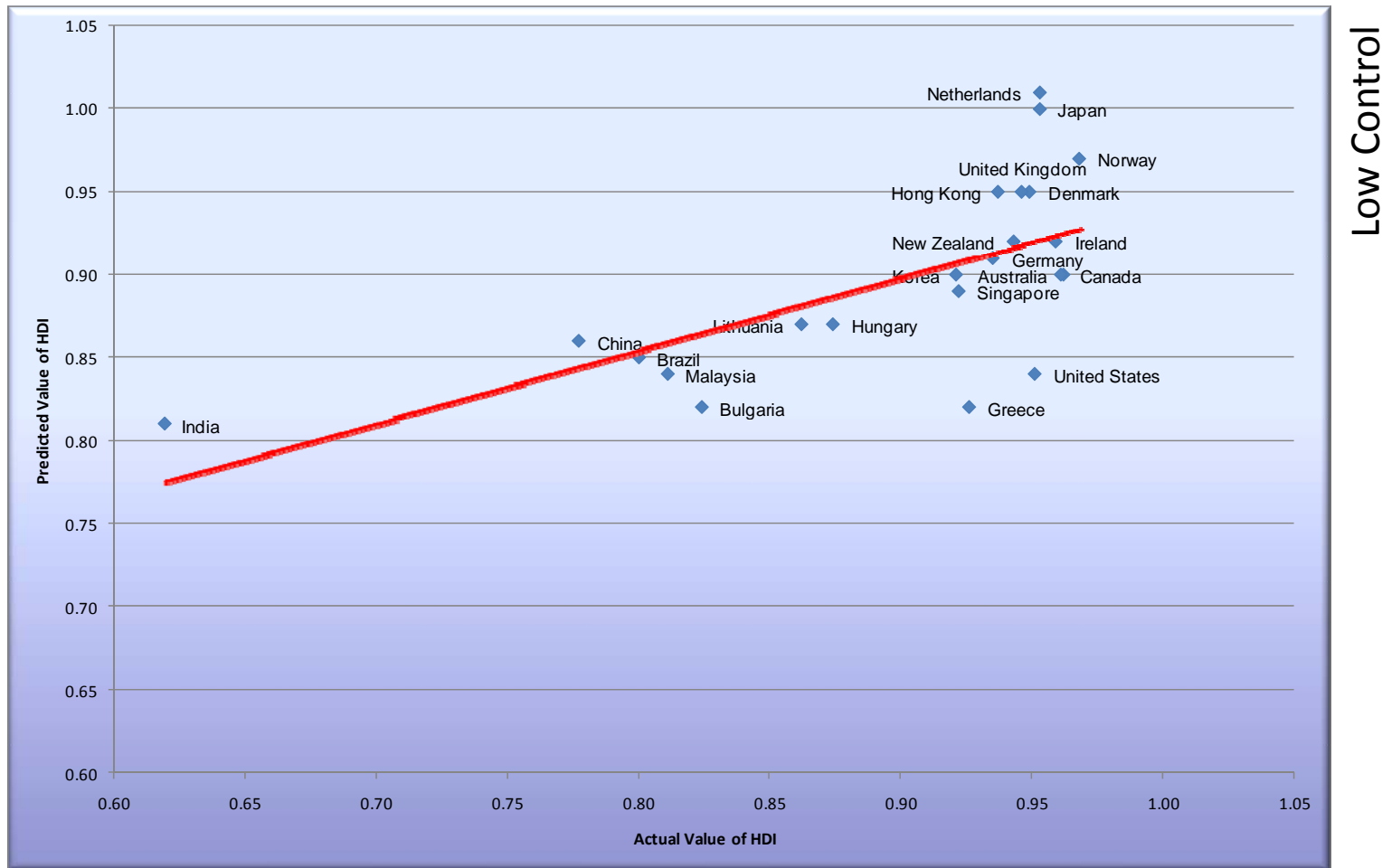


Low Will and Energy,
 High Control and Emotionality



Human Development Index

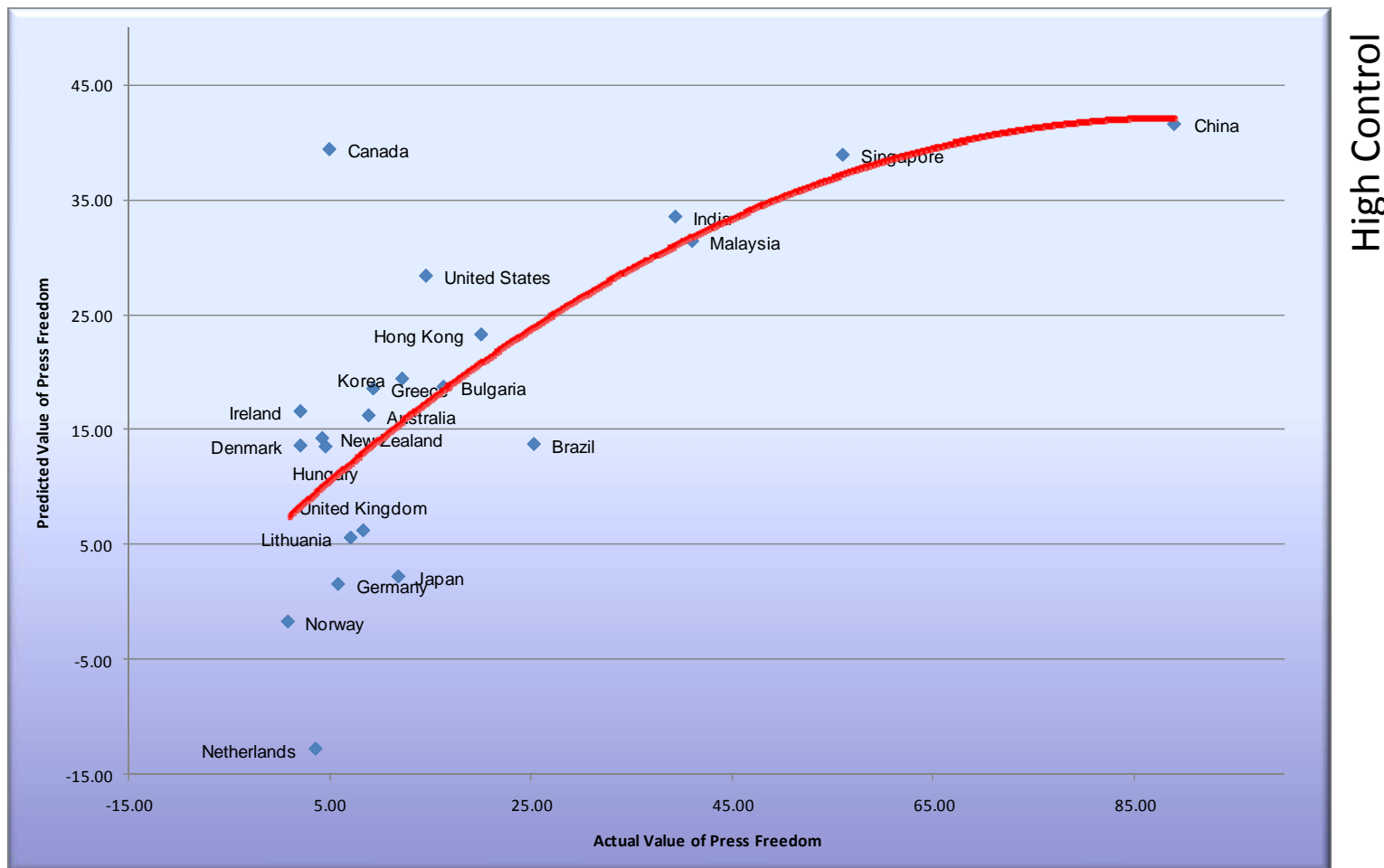
	Will	Energy	Affection	Control	Emot'ality	Multiple R
HDI	-0.15	0.11	-0.12	-0.55	-0.14	.67
<i>Sig (2 tailed)</i>	.50	.62	.60	.00	.52	.06





Press Freedom

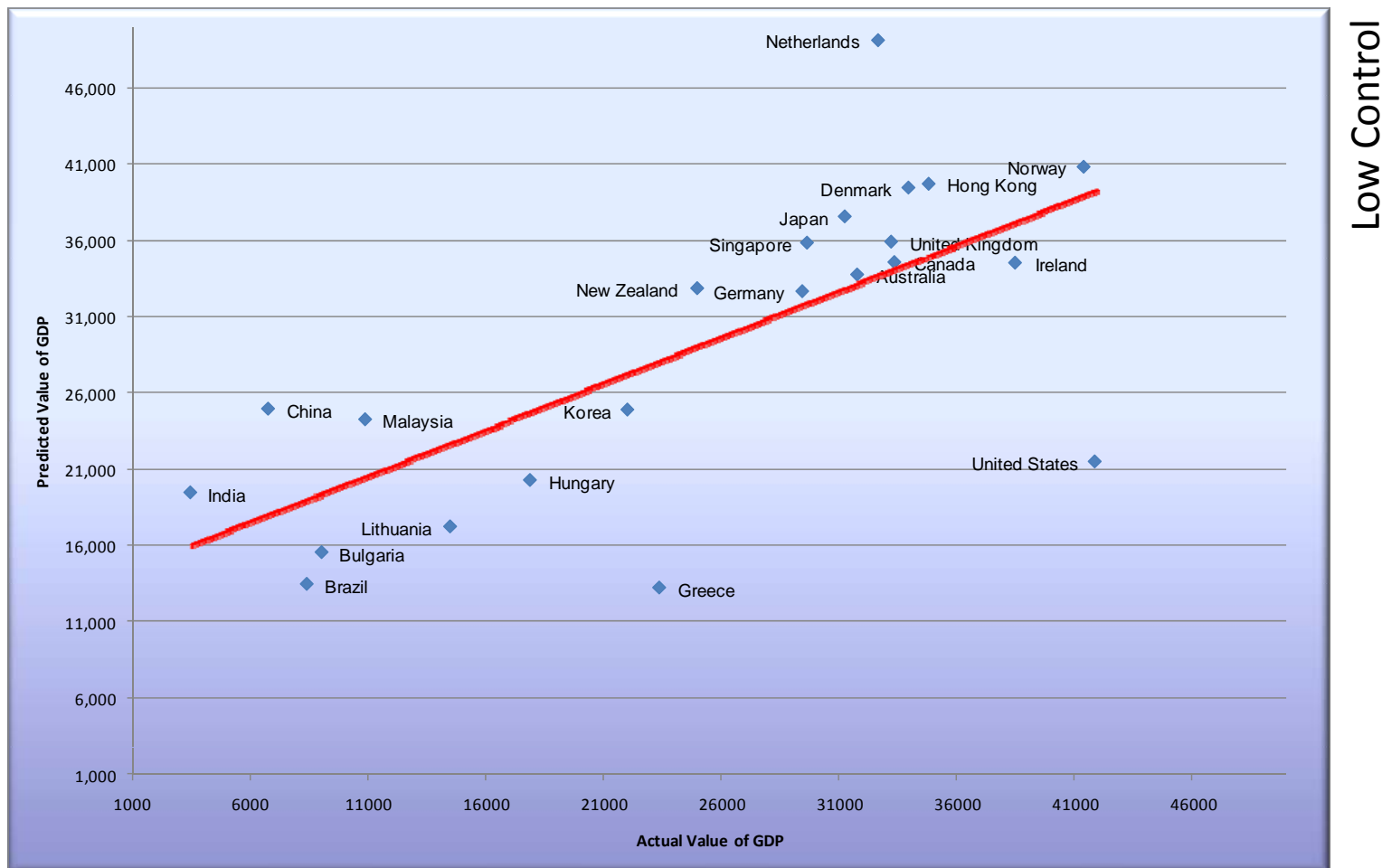
	Will	Energy	Affection	Control	Emot'ality	Multiple R
Press Free	-0.21	-0.38	0.36	0.49	.13	.68
<i>Sig (2 tailed)</i>	.36	.08	.10	.02	.55	.05





GDP Per Capita

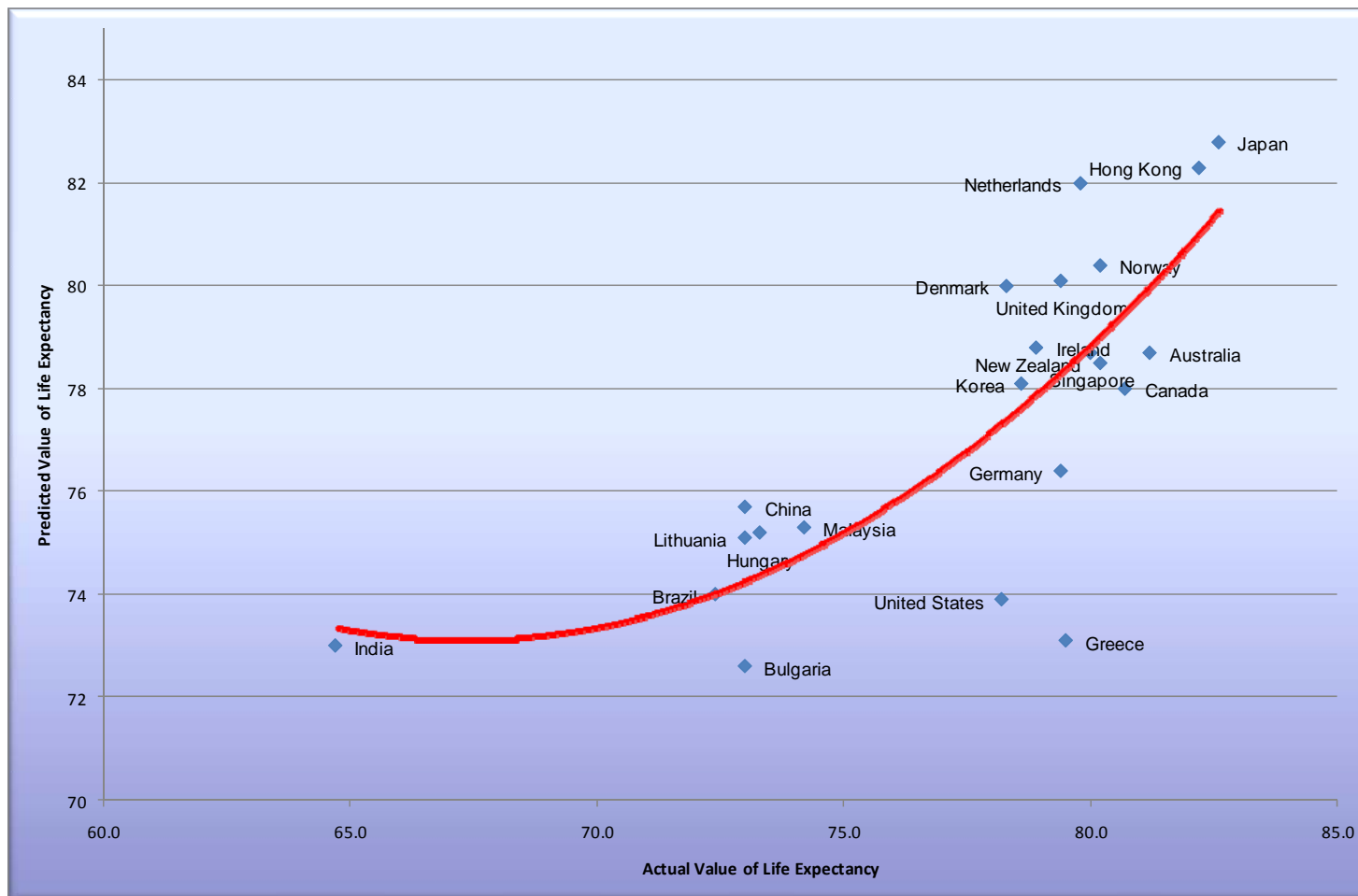
	Will	Energy	Affection	Control	Emot'ality	Multiple R
GDP	-0.14	0.06	0.02	-0.48	-0.33	0.69
<i>Sig (2 tailed)</i>	.55	.80	.93	.03	.13	.05





Life Expectancy

	Will	Energy	Affection	Control	Emot'ality	Multiple R
Life Exp	-0.34	-0.01	-0.03	-0.49	-0.11	.73
<i>Sig (2 tailed)</i>	.12	.96	.89	.02	.64	.02





Summary

	Will	Energy	Affection	Control	Emot'ality	Multiple R
Self Esteem	0.75	0.52	0.14	0.15	-0.68	0.88
Engagement	0.18	-0.05	0.40	0.60	-0.18	0.71
Power-Dist	-0.25	-0.53	0.04	0.55	0.37	0.74
Ind-Coll	0.41	0.62	0.12	-0.34	-0.56	0.73
Masc-Fem	-0.19	-0.22	-0.04	0.22	0.48	0.51
U-A	0.17	0.10	-0.45	-0.10	0.44	0.74
LTO	-0.49	-0.52	0.12	0.26	0.59	0.72
GINI	-0.44	-0.35	0.23	0.44	0.41	0.60
HDI	-0.15	0.11	-0.12	-0.55	-0.14	0.67
Press Free	-0.21	-0.38	0.36	0.49	0.13	0.68
GDP	-0.14	0.06	0.02	-0.48	-0.33	0.69
Life Exp	-0.34	-0.01	-0.03	-0.49	-0.11	0.73



Between Countries Anova

		Sum of Squares	df	Mean Square	F	Sig.
Will	Between Groups	54768.89	21	2608.04	49.88	0.00
	Within Groups	2576657.27	49276	52.29		
	Total	2631426.16	49297			
Energy	Between Groups	60219.51	21	2867.60	46.74	0.00
	Within Groups	3023068.19	49276	61.35		
	Total	3083287.69	49297			
Affection	Between Groups	152841.29	21	7278.16	103.97	0.00
	Within Groups	3449336.13	49276	70.00		
	Total	3602177.42	49297			
Control	Between Groups	276864.04	21	13184.00	165.04	0.00
	Within Groups	3936334.21	49276	79.88		
	Total	4213198.25	49297			
Emotionality	Between Groups	270128.54	21	12863.26	141.48	0.00
	Within Groups	4480157.68	49276	90.92		
	Total	4750286.22	49297			



Thank You