Tsinghua University was established in 1911 originally as a preparatory school for students who would be sent by the government to study in universities in the United States.

University? A Brand New Idea
- University was a new idea to Chinese people in the late 19th century
- The translation is the name of an ancient Chinese book of wisdom

Tsinghua is a name of a garden
- “Tsing Hua” was a royal garden
- Many royal gardens around the area

There is a Tsinghua University in Taiwan
- Tsinghua University is 95 years old
- Tsinghua University in Beijing
- National Tsing Hua University in Hsinchu (Taiwan)
  - After the Republic of China moved to Taiwan in 1949, the University was re-installed in 1956 in Hsinchu

Tsinghua’s Motto
- Self-Discipline and Social Commitment: Development of self in accordance with the celestial principle of consistency
- Cultivation of amplitude in emulation of the earth’s benevolent support of man and nature
**About Tsinghua University**

- The university currently has over 7,100 faculty and staff, with over 900 full professors and 1,200 associate professors.
- Tsinghua has over 20,000 students, including 12,000 undergraduates, 6,200 master's degrees candidates and 2,800 doctoral candidates.
- Only the top two and half thousand high school students can get in Tsinghua based on their performance in the national entrance exam.

**Our Goal: International**

- International cooperation
- English/Chinese courses
- Total English program
- Exchange programs
  - 20 Mater’s students to Aachen University
  - German students to China

**Cross-Cultural Design**

*Pei-Luen Patrick Rau*  
Department of Industrial Engineering, Tsinghua University, China

**Our Research**

- Logistics
- Demonstration /Experience center
- Advanced Manufacturing
- Human Factors

**Culture is**

- the total pattern of human behaviour and its products (Webster’s dictionary)
- learned and specific to a group or category
- differs not only in explicit culture derived products and artifacts
Cultural Difference in UI Design

“Home” is different around the world.

One Good Design in Beijing

One Bad Design in Beijing

Cross-Cultural Design

Cultural Effects

Perceptual  Cognitive  Affective  Functional

One Good Design in Hong Kong

Designed Only for Chinese?
Designed Only for Japanese?

Do You Find Abacus in Japan’s Banks?

Hofstede’s Dimensions of Culture

- Collectivism versus Individualism
- Femininity/Masculinity
- Power Distance
- Long/Short-term Orientation
- Uncertainty Avoidance
1. Power Distance

- Power distance is defined as the extent to which the less powerful members of institutions and organizations within a society accept that power is distributed unequally.
- In a low power distance culture (e.g., Austria), superiors and subordinates treat each other as colleagues.

2. Uncertainty Avoidance

- Uncertainty avoidance is the extent to which members of organizations in a society are threatened by uncertainty, ambiguity, and unstructured situations.
- High uncertainty-avoidance cultures (e.g., Japan, Greece) favor rules and regulations. In low uncertainty-avoidance cultures (e.g., Denmark), uncertainty is viewed as a natural part of life.

3. Collectivism versus Individualism

- Individualism describes a society in which the ties between individuals are loose. Everyone is expected to look after him or herself.
- In strongly individualistic countries, such as the United States, personal achievement is considered supreme, whereas in collectivist countries such as Iran, the social framework is emphasized.
4. Femininity/Masculinity

- Masculinity is found in a society in which social gender roles are very distinct.
- Men are expected to be assertive, tough, and oriented around material success.
- Women are supposed to be modest, nurturing, and concerned with the quality of life.
- In feminine cultures, the gender roles overlap. It is OK for both men and women to show traits of nurturing and concern for quality of life.

5. Long/Short-term Orientation

- Long-term Orientation is found in a society that is oriented toward future rewards, in particular perseverance and thrift.
- Cultures with short-term orientation promote the virtues of the past and present. These include respect for tradition, preserving “face”, and fulfilling social obligations.
Some Warning Signs in Japan

Some Warning Signs in Hong Kong

Some Warning Signs in Shanghai

Some Warning Signs in Hong Kong

Some Warning Signs in Beijing

Some Warning Signs in Japan
Some Warning Signs in Hangzhou

Hall’s Dimensions of Culture

1. Use of Context in Communication
   - Context refers to the amount of information packed into a specific instance of communication.
   - High-context communication is terse, short on background, and the recipient’s prior familiarity with the subject matter is assumed.
   - Low-context communication contains a lot of background information on the subject of the communication.
   - In low-context cultures, information flow is highly focused and controlled; in high-context cultures, information flows freely.

Japanese People Are Very Polite

Japanese Style of Communication
2. Time Orientation

- Cultures with a monochronic time orientation treat time in a linear manner. Time is divided into segments that can be easily scheduled and “spent”.
- Polychronic time orientation is characterized by many things happening at the same and great involvement with people. Completing interactions with people is given priority over meeting schedules.