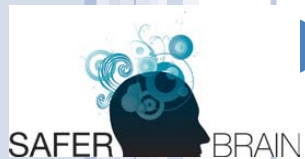


HUMAN FACTORS OF ROAD USERS BEHAVIOR

**Conditions for transferability
Workpakage 2**

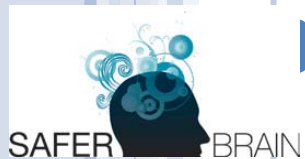


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CULTURAL DIMENSIONS

São Paulo City



IMR-Coaching&Development





How they can determine the efficiency of transferred measures for Brazil?

TRAFFIC HABITS

- A good way to begin to understanding a culture of a city is to observe traffic habits.
- Traffic occurs in a collective space, a public space, a meeting space of different social and educational levels that have to respect the same rules and laws.
- In_Brazil , specialy in São Paulo, this public space shows the paradox between collective and individual and the unequal distribution of power.

- Expressions like:

- **“Do you know who is talking to you??!”**
- **“Maximum speed and faith in God...”**

...are frequently used in traffic in São Paulo

SÃO PAULO

SOME INFORMATIONS

São Paulo is the largest city in Brazil

The largest city in the southern hemisphere

The world's 7th largest metropolitan area

São Paulo is considered an Alpha-World City

São Paulo metropolitan area is ranked as the second most populous city in the Americas

9/21/2011



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SÃO PAULO CITY

- U\$20.000 PIB per capita
- 11.200.000 inhabitants (5.300.000 male and 5.900.000 fem)
- 7.000.000 vehicules
- 15.000 km of roads and streets
- 5 metro lines
- 62,3 km metro+ 20,0 km under construction
- 55 metro stations
- 270 kms trains lines

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To better understand the cultural aspects and behaviors that could impact transferability

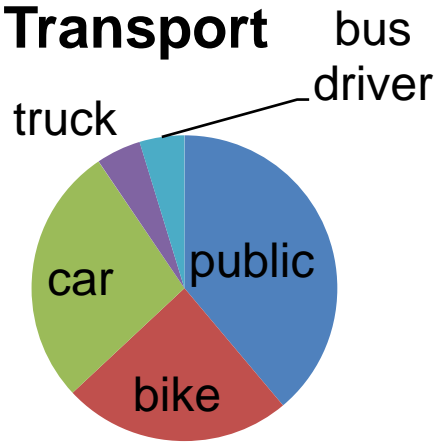
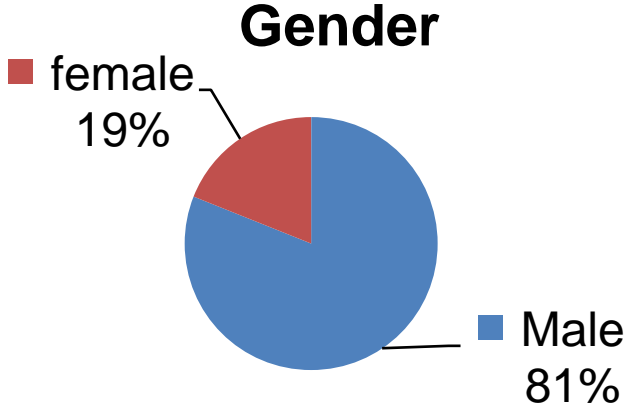
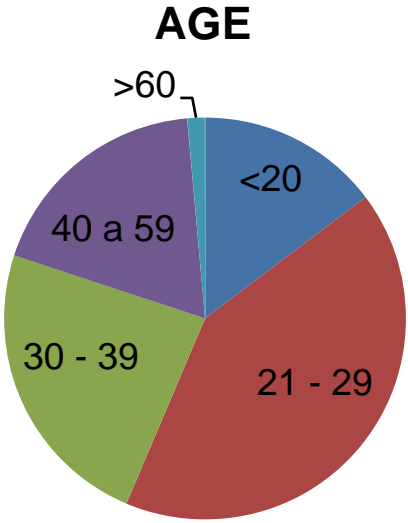
Hofstede Cultural Dimension Research

In
São Paulo

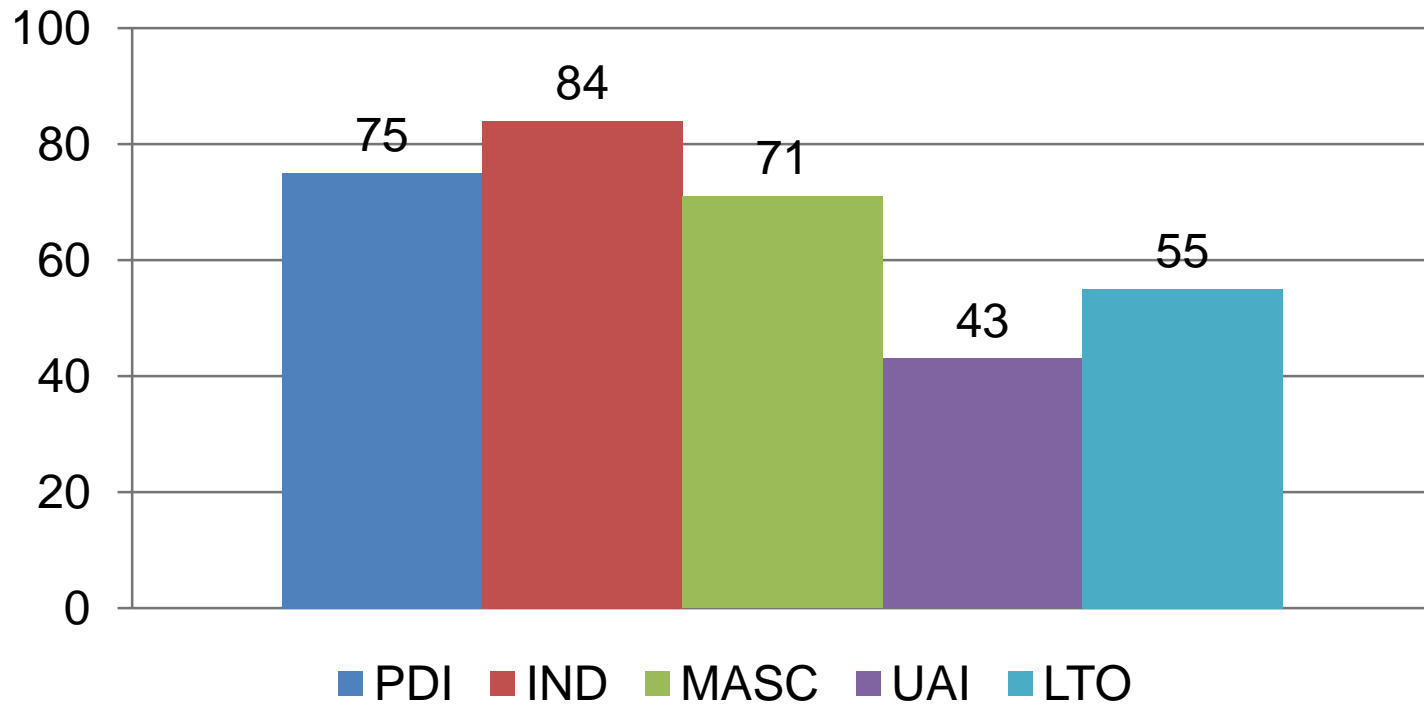


PEOPLE INTERVIEWED 211

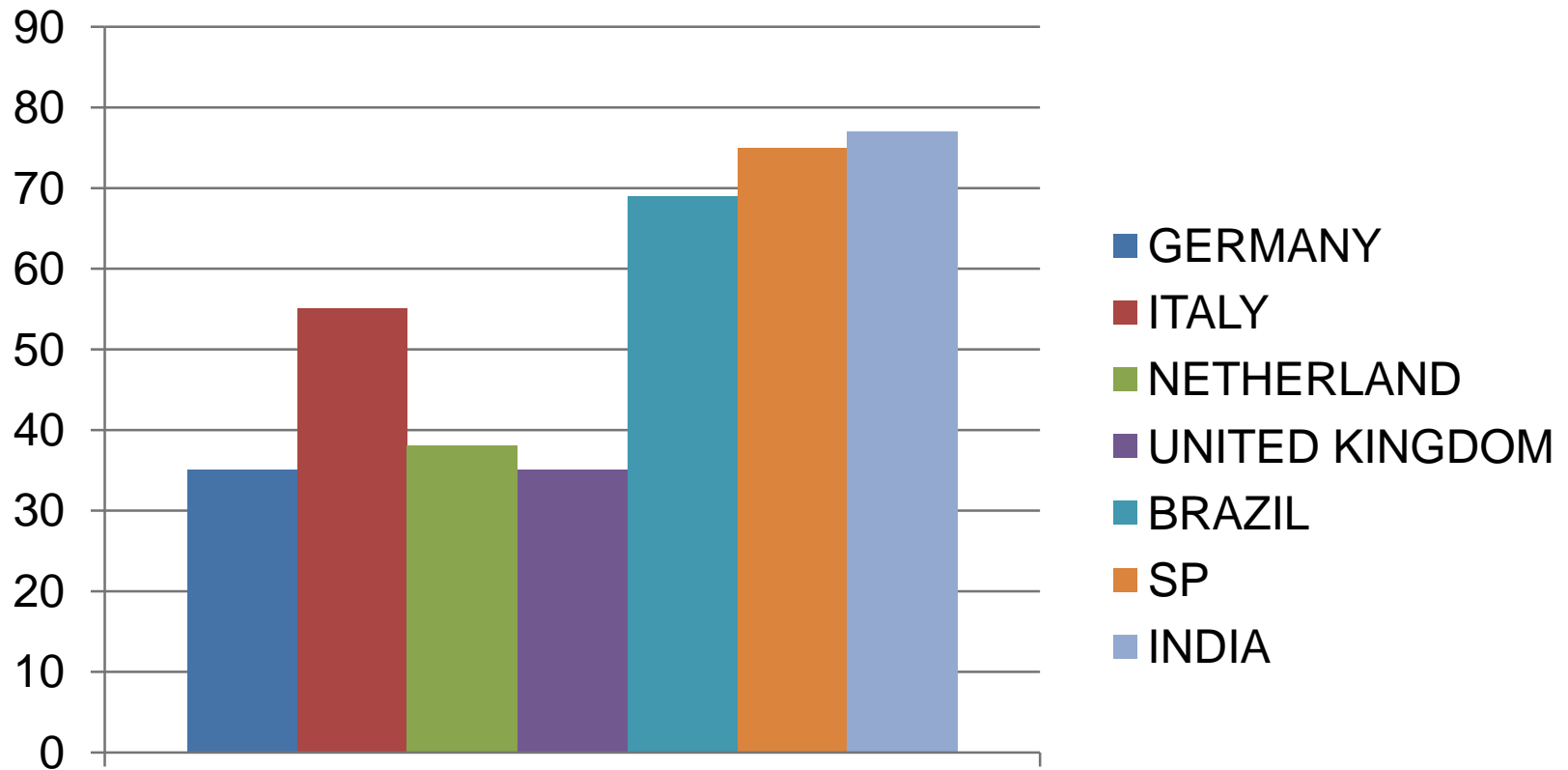
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RESULTS



POWER DISTANCE

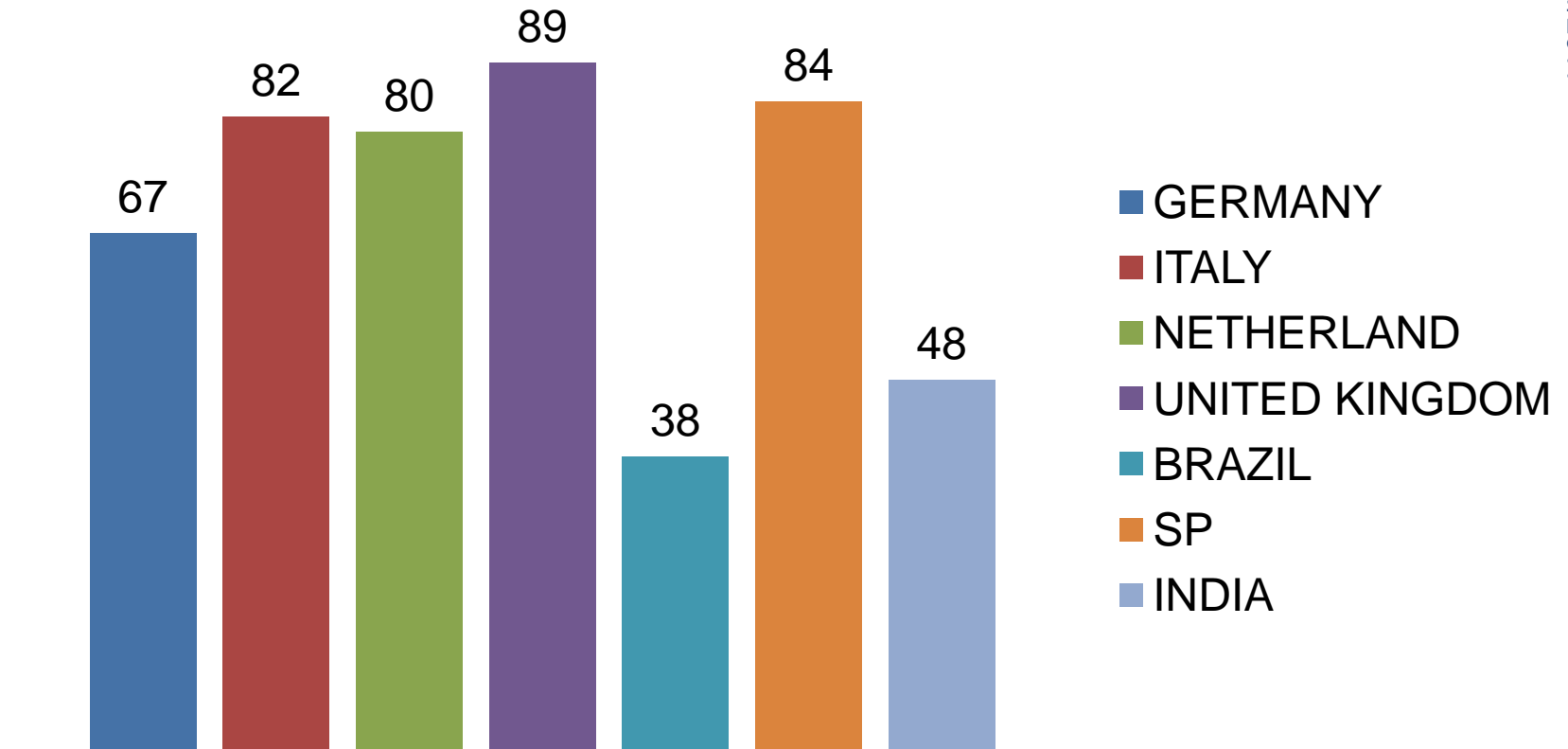


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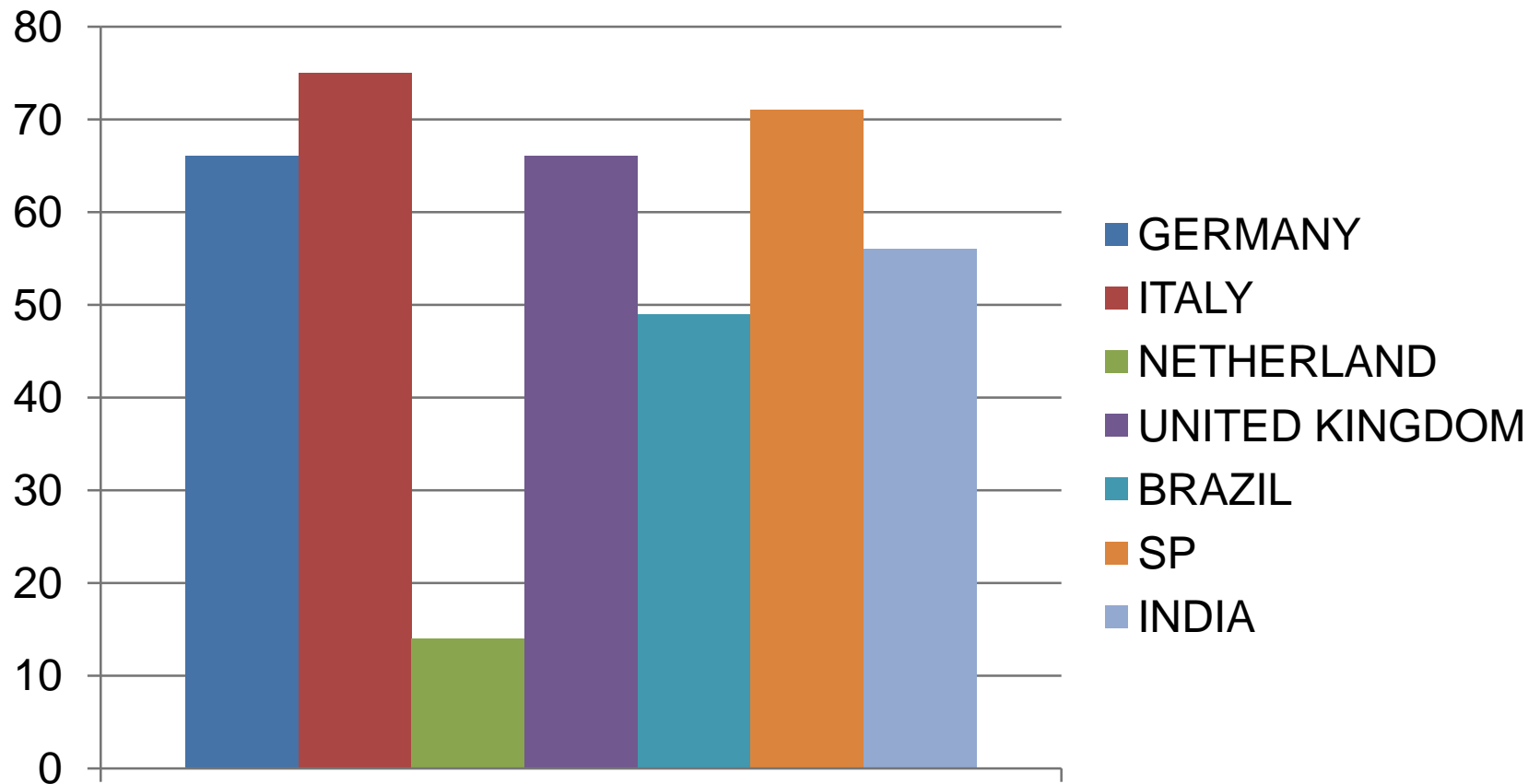


INDIVIDUALISM

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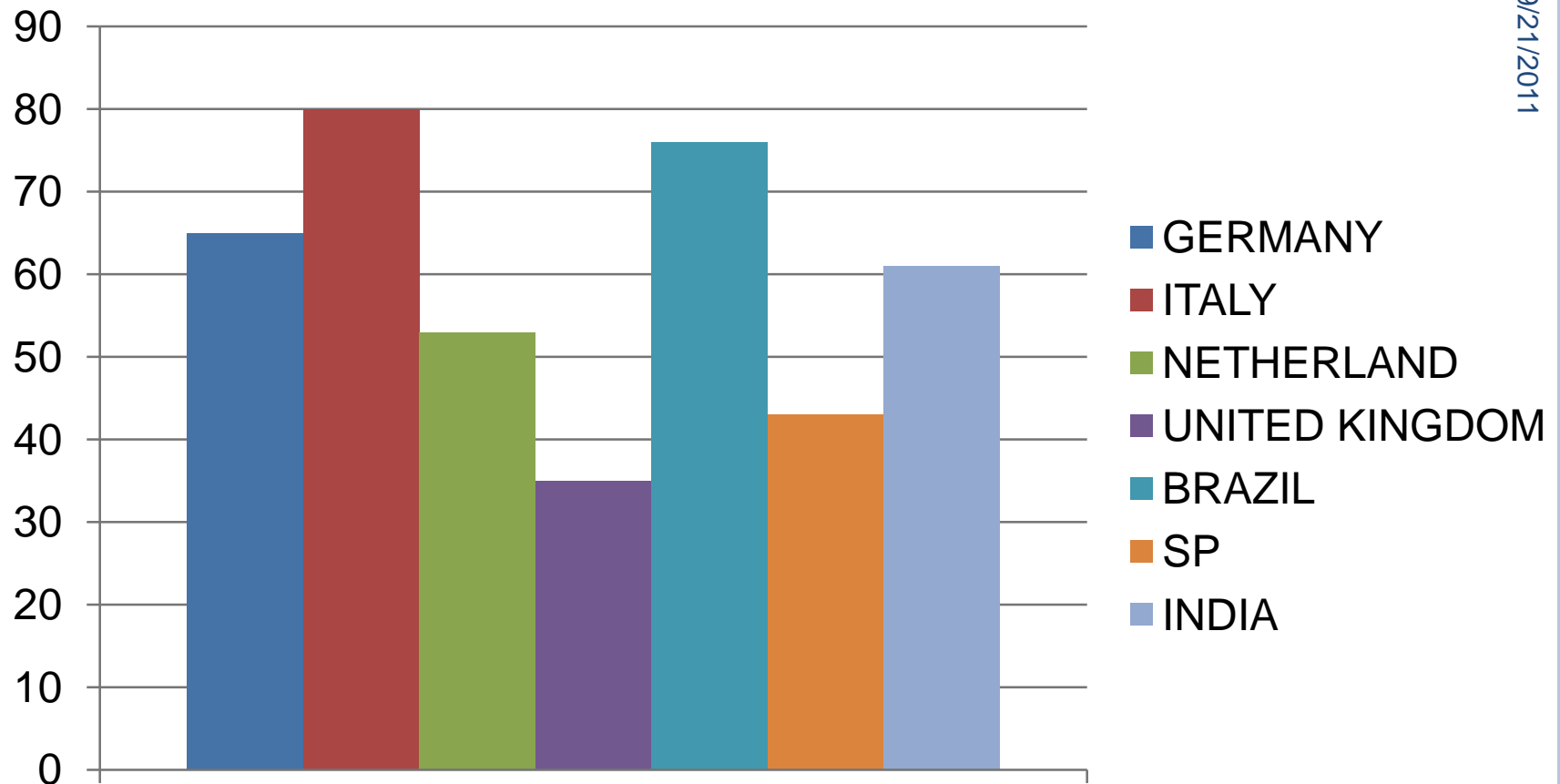
MASCULINITY



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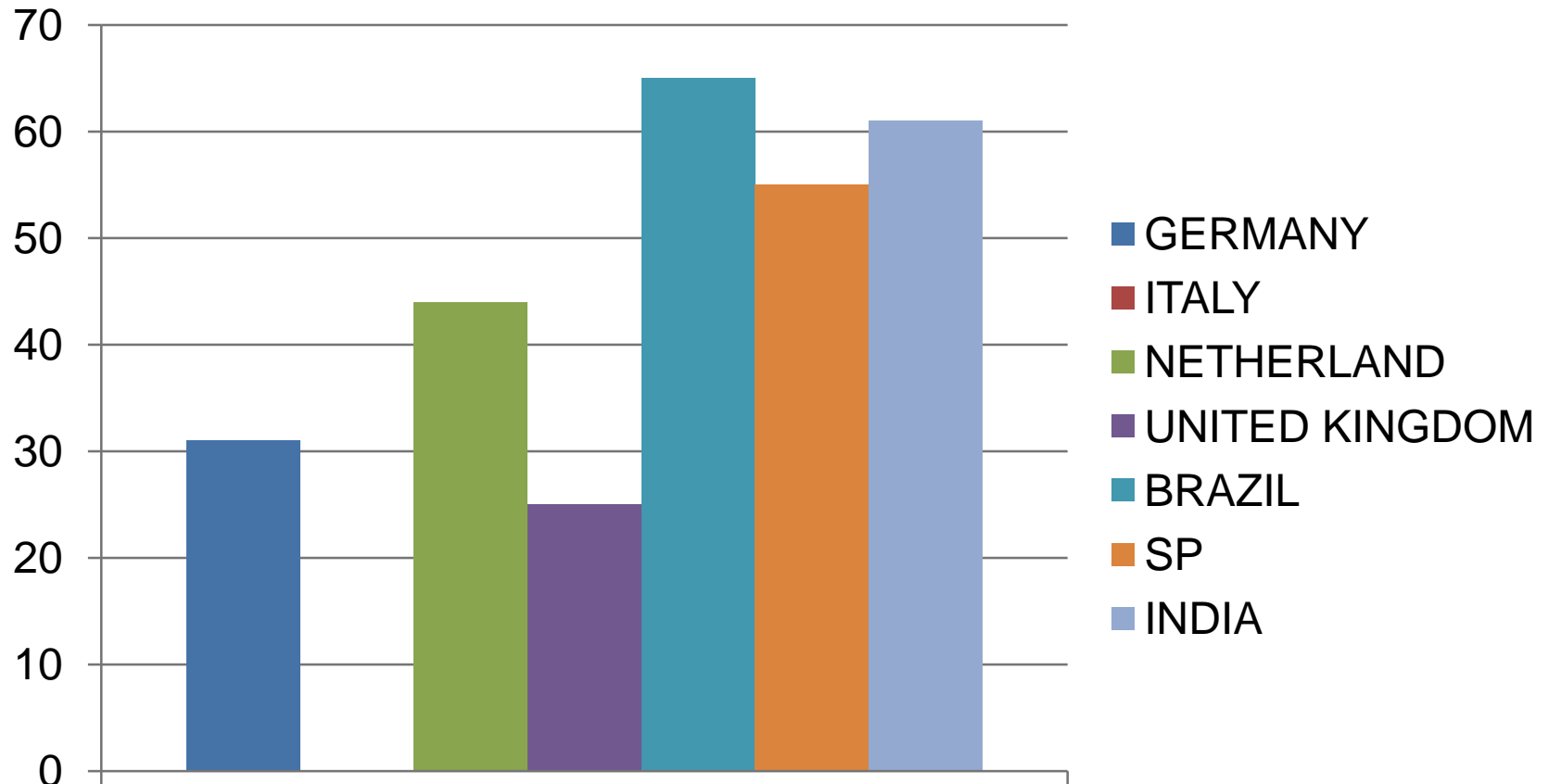


UNCERTAINTY AVOIDANCE



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LONG TERM ORIENTATION



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HOFSTEDE CULTURAL DIMENSIONS

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Power Distance Index (PDI)

The extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally.

Individualism (IDV)

The degree to which individuals are integrated into groups.

HOFSTEDE CULTURAL DIMENSIONS

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Masculinity (MAS)

Refers to the distribution of roles and values between the genders. The women in feminine countries have the same modest, caring values as the men; in the masculine countries they are somewhat assertive and competitive, but not as much as the men, so that these countries show a gap between men's values and women's values.

Uncertainty Avoidance Index (UAI)

A society's tolerance for uncertainty and ambiguity.



HOFSTEDE CULTURAL DIMENSIONS

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Long-Term Orientation (LTO)

Values associated with Long Term Orientation are thrift and perseverance; values associated with Short Term Orientation are respect for tradition, fulfilling social obligations, and protecting one's 'face'.