People from all cultures believe in ‘constructive criticism’. Yet what is considered constructive in one culture may be viewed as deconstructive in another.

The Evaluating scale provides a bird’s eye view of just how direct people in different cultures are with negative criticism. Many European countries fall to the direct side of the scale, with the Russians, Dutch, and Germans as particularly prone to offering frank criticism.

On the right side of the scale, fall most Asian countries, which are also considered collectivist cultures whereby relationships are of great value. In order to prevent you from losing your face in public, negative feedback is, therefore, be given softly and in person.

This is not to say that relationships do not matter on the lefts side of the scale. Here, being direct is equivalent to being honest, transparent and, therefore, respectful to one’s work.