

## Abstract

The study examined people from different cultures for their willingness to make *decisions under uncertainty* (Gigerenzer & Goldstein, 1996). It was assumed that the willingness to make a decision in the case of incomplete information varies between cultures. This assumption was derived in particular from the *dimension of uncertainty avoidance*, which was shown in previous research (House, Javidan & Dorfman, 2001; Hofstede, 2001) as a cultural differentiator.

In an anonymous and voluntary online survey, six items were recorded. Their mean values were checked for significant differences between the cultures. Culture was defined as regional, i.e. countries from different regions were grouped together as cultural groups. For a clear allocation of subjects, exclusion criteria based on longer stays outside of their own cultural region were applied.

Seven cultural regions with a total of 475 clearly assigned subjects could be examined. There was a significant difference in the readiness to make heuristic decisions with medium effect strength. This effect size decreased when a culture group with a strikingly different mean value was excluded from the study. Post hoc it was found that subjects from all cultural regions who preferred the English language to answer the questionnaire no longer differed significantly in their willingness to make heuristic decisions. No moderator effect was verified for the gender and age of the test subjects. In its conclusion, the study relativizes its evidence of a significant difference and finds that influences of the globalisation counteract this difference. The study of such influences on certain regions of the world is encouraged for future research.