



Cultural measurements and culture differences:

how to place individuals more accurately in the context of cultural domains constructs

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Collectivism and Individualism in Triandis`

CCB

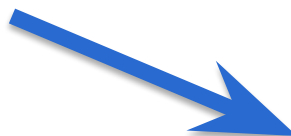
Triandis suggested that **four** attributes define collectivism and individualism:

4



The meaning of the self

Collectivists use groups as the units of analysis; individualists use individuals for that purpose. The definition of the self in collectivist cultures is interdependent with members of groups; in individualist cultures it is independent of groups



The structure of goals

Collectivists use individual goals that are compatible with the goals of their ingroups. Individualists use individual goals

Collectivism and Individualism in Triandis`

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Triandis suggested that **four** attributes define collectivism and individualism:

4

Behavior is a function of norms and attitudes

Collectivists give more weight to norms than to attitudes as determinants of their social behavior; individualists give more weight to attitudes than to norms

Focus on the needs of the ingroup/social exchanges

Collectivists pay much attention to the needs of members of their ingroups. If a relationship is desirable from the point of view of the ingroup but



Vertical and Horizontal Varieties of Collectivism and Individualism

- ✓ Triandis suggested that the two most important species of individualism and collectivism are the horizontal and vertical ones
- ✓ We should distinguish vertical and horizontal Individualist and collectivist cultures

The Collectivist Cultures include Conformity and other collectivist values, which are especially high in East Asian countries, in traditional societies, and communist countries.

The Individualist Cultures include Self-Direction and other individualistic values that are high in Western cultures.



Vertical and Horizontal Varieties of Collectivism and Individualism

We have Values and axes.
One axis is **Collectivism** versus **Individualism**.

The second axis is vertical (**Power** and **Achievement**)
versus horizontal (**Benevolence** and **Universalism**).

If we add

Power to **Collectivist** values, we have **Vertical Collectivism**

Achievement to the **Individualist** values, we have **Vertical Individualism**



Vertical and Horizontal Varieties of Collectivism and Individualism

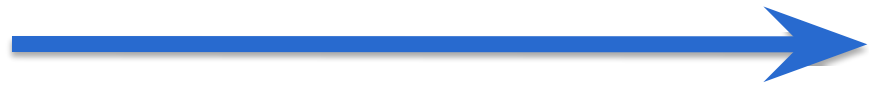
Traditional societies tend to be Vertical Collectivist.
For example, in India differences in status
but also strong obligations to the family
and the caste create a Vertically Collectivist culture.

In cultures in which competition for distinctiveness is high,
as in the U.S. where it is a great compliment to say that
someone is "distinguished," there is Vertical Individualism.
Americans often emphasize equality (Horizontal
Individualism), but they also tolerate inequality



Vertical and Horizontal Varieties of Collectivism and Individualism

Swedes are individualistic, but they tend to be horizontal. They do not want to be distinguished. They are willing to be taxed at high rates so that income inequality can be reduced



What`s about individuals?

- ✓ In some situations, people will be vertical collectivists (VC), in others, vertical individualists (VI);
- ✓ in some situations people may be horizontal collectivists (HC), and in others, horizontal individualists (HI).

One way to think of an individual's personality is to construct a profile of these tendencies. For example, an individual might have a profile such as this one: VC 10% of the time, across situations; 30% VI; 5% HC; and 55% HI.

By paying attention to the modal values on each of the four dimensions, we can characterize the culture as being primarily VI, VC, HI, or HC



How to place individuals more accurately in the context of culture domains construct ?

We should take into account culture type of people:

- individuals (idiocentric type)

- who will want to join communes and other collectives (collectivists/ allocentric type).

For example, East Asian collectivists are especially eager to maintain harmonious relationships while individualists from the U.S.A. are more concerned with clearly giving opinions.

And then we should take demographics, as a social class.

The more educated, in Poland, were more individualistic than the less educated; those who lived in cities were more individualistic than rural samples; men more than women; the young more than the old.



How to place individuals more accurately in the context of culture domains construct ?

+ we should not forget that ...

Individuals are subject to diverse experiences that need to be considered when interacting with them. For example, a 33-year-old Japanese business person with a Harvard MBA, who spent three years in France, is almost certain to have become more idiocentric than a 55-year-old Japanese, who owns a small business and has never left Japan

So... not enough to know the culture of the person. **We should learn to make a “first-best guess” according to culture, and then adjust it in various ways according to demographics, life experiences.**



How to place individuals more accurately in the context of culture domains construct ?

Triadis made special questionnaire that measures

the **“subjective individualism and collectivism” (SINDCOL)** of individuals

There are many factors that can influence an individual’s individualism and collectivism. They were also formulated into the 24 items composing the SINDCOL

Participants from a wide variety of ethnic backgrounds (109 men and 156 women) were asked to complete a questionnaire containing the 24 item SINDCOL, attitude items measuring the horizontal and vertical dimensions of individualism and collectivism



How to place individuals more accurately in the context of culture domains construct ?

Attitude items measuring horizontal and vertical individualism-collectivism were used to determine of the Subjective Individualism and Collectivism measures (SINDCOL):

- Horizontal collectivism (HC) ,
- Vertical collectivism (VC) ,
- Horizontal individualism (HI),
- Vertical individualism (VI)

The SINDCOL measures also showed the expected associations with self-construal.

Subjective collectivism correlated positively with interdependence and negatively with independence

while the opposite pattern was observed for the relationship of subjective individualism with interdependence and independence

How to place individuals more accurately in the context of culture domains construct ?

The data of conducted survey shows that

subjective individualism is related to

- ❖ being young (item 3)
- ❖ having traveled (item 4)
- ❖ having grandparents from Western cultures
 - ❖ (item 7),
 - ❖ having traveled overseas alone (item 12)
- ❖ having lived abroad for more than 6 months (item 13),
- ❖ having a job that requires one to work alone (item 19),
 - ❖ having the tendency to do “own thing” (item 21)
 - ❖ valuing privacy (item 22)

How to place individuals more accurately in the context of culture domains construct ?

The data of conducted survey shows that

Subjective collectivism is related to

(it's more strongly related to vertical collectivism than horizontal collectivism)

- ❖ choosing family over personal goals (item 1),
 - ❖ feeling close to groups (item 2),
 - ❖ living in a small community (item 5),
- ❖ being heavily influenced by one's parents' and grandparents' traditions (item 6)
 - ❖ being interdependent in one's finances (item 9),
 - ❖ growing up in large families (item 15),
- ❖ having a job that requires taking into account the views of others (item 18)
 - ❖ needing others to be around in order to have fun (item 20),
 - ❖ paying attention to the needs of others (item 24).