

Individualism vs. Collectivism

INDIVIDUALISM

- Each individual takes care of themselves and their immediate family only
- Think in terms of “I”
- Value independence
- Personal opinion, personal mind is valued
- Working for benefit of self

COLLECTIVISM

- People identify with and take care of respective families and communities
- Think in terms of “we”
- Value belonging
- Shared values, ideas, opinions
- Working for benefit of the group