

Individualism versus Collectivism – Review Points

Our first cultural value dimension is individualism versus collectivism. Individualism stresses individual goals and the rights of the individual person. Collectivism focuses on group goals, what is best for the collective group, and personal relationships.

An individualist is motivated by personal rewards and benefits. Therefore, individualist persons set personal goals and objectives based on self. Individualistic workers are very comfortable working with autonomy (independence) and not part of a team.

The collectivist is motivated by group goals. Long-term relationships are very important. Collectivistic persons easily sacrifice individual benefit or praise to recognize and honor the team's success. In fact, being singled out and honored as an individual from the rest of the team may be embarrassing to the collectivistic person.

The generalized geographic clusters of individualism may be found in Anglo countries, Germanic Europe, and Nordic Europe. Geographic clusters for collectivism are often located in Arab countries, Latin America, Confucian Asia, Southern Asia, and Sub-Saharan Africa.