

# Individualism vs. Collectivism

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## Individualism

a society in which the ties between individuals are loose--everyone is expected look after her/himself and their immediate family

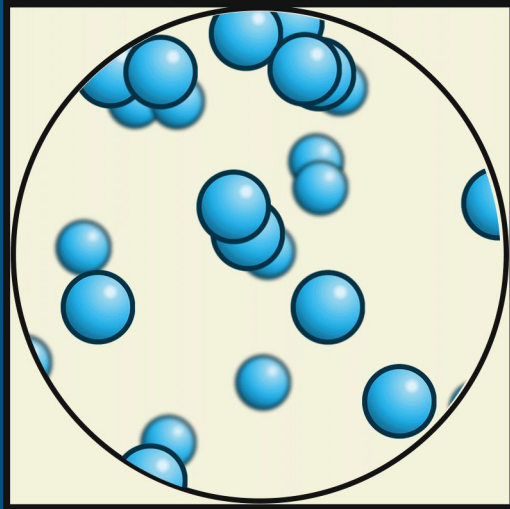
## Collectivism

a society in which individuals from birth onwards are part of strong “in” groups

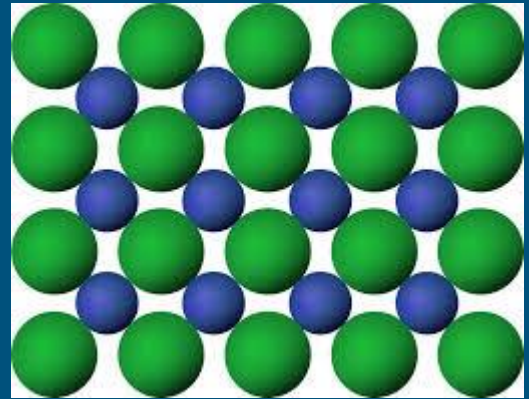
# Simplified

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Individualism:



Collectivism:





Individualistic



Collectivism

IDV--Individualism  
Scores from 0-100

What do these  
scores mean?

# Score Spectrum

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CHINA



UNITED STATES



# No surprises...

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## **Individualism:**

- Higher divorce rates
- More press freedom
- Tend to be wealthier
- More human rights

## **Collectivism:**

- Less press freedom
- Pace of life is slower
  - How fast people walk when they have nowhere to be
- Tend to be poorer
- Less human rights



# Prioritization

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# Relationship Between Individualism and Power Distance

Do IDV scores  
change over time?

Thank you for your time!