

**TABLE 2.1** Comparing Individualistic and Collectivistic Cultures

Dimension	Individualistic Cultural View	Collectivistic Cultural View
Self	An independent self-view, with a focus on how one is unique and different from others	An interdependent self-view, with an emphasis on commonalities between self and others
Goals	To do one's own thing in an autonomous, self-reliant manner or be better than others through competition	To promote group harmony and put the concerns of others ahead of one's own
Behavioral guides	Personal preferences, attitudes, and values	Social norms and the opinions and expectations of others
Social obligations and duties	Qualified respect for authority figures and social institutions, and relatively little concern for upholding traditions	Great respect for authority figures and social institutions, and a strong desire to uphold tradition