



# Collectivism vs. Individualism: A cultural comparison between Native Americans and non-ethnic Americans on levels of Happiness and Social Connectedness

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## INTRODUCTION

Collectivism & Individualism are terms commonly used to describe societal attitudes of cultures around the world.

**Collectivism:** A social pattern consisting of closely linked individuals who see themselves as parts of one or more collectives (Triandis, 1995)

Values: Family, community and tradition



**Individualism:** A social pattern that consists of loosely linked individuals who view themselves as independent of collectives

Values: Creativity, uniqueness, and freedom



### Who's Who?

#### Collectivistic-

- Mexico
- South Am.
- Africa
- China
- Japan
- India



#### Individualistic-

- U.S.A
- Europe
- Australia

Though the U.S.A is an Individualistic nation, sub-populations exist

- Research has studied:
  - Asian Americans (Hume et al., 2003)
  - Mexican Americans (Shkodriani & Gibbons, 1995)
  - Native Americans are one population which has not been studied

Asian and Mexican sub-populations are collectivistic with

↑ levels of Connectedness = ↑ levels of Happiness

#### Purpose

Compare Native Americans (NA) in KS to Caucasian Americans (CA) with regard to their collectivistic tendencies, connectedness, and happiness

#### Hypothesis

NA's will be more collectivistic than the majority population and thus be more connected to their community and family, thus happier



## METHOD

Participants: N = 79

	NA	CA	*Other
♂	13	9	9
♀	21	18	9

#### Materials

- Demographic questionnaire & 3 surveys-
  - Individualism & Collectivism Scale
  - Social Connectedness Scale-Revised
  - Oxford Happiness Questionnaire

#### Procedure

- Surveys were counter balanced for order
- Packet of surveys took less than 30 min. to complete



\*Includes: Hispanic, Asian & Other

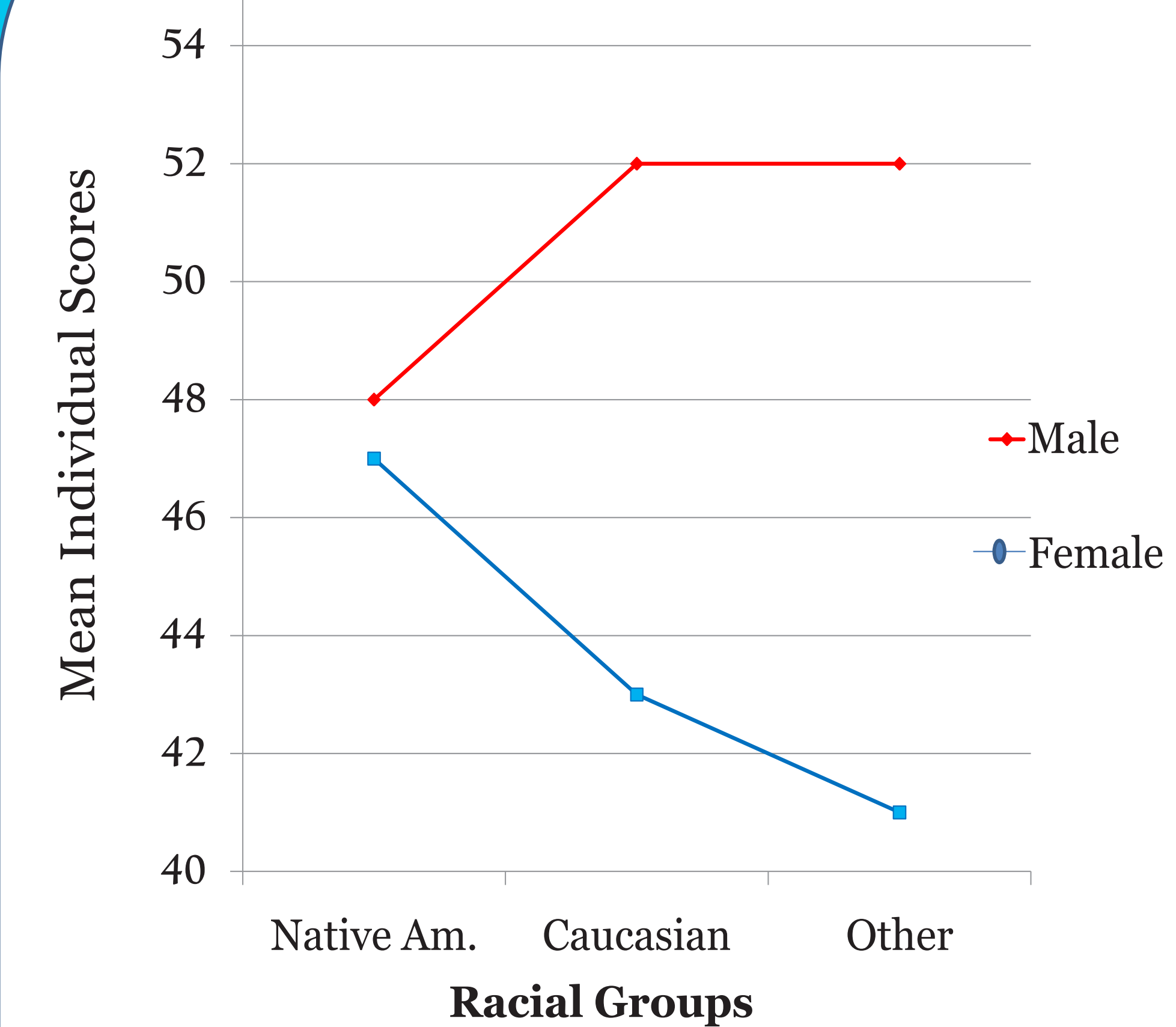
## RESULTS

- 2 (sex) x 3 (race) between group ANOVAs on Happiness, Connectedness, and Collectivism found no significant main effects or interaction
  - Native Americans were not different

- Thus, a 2 (sex) x 3 (race) ANOVA was conducted on **Individualism** scores

✓ Sex	→	$F(1,73) = 16.805, p < .001$
✓ Sex x Race	→	$F(2,73) = 3.318, p = .042$
✗ Race	→	$F(2,73) = 0.180, p = .835$

### Individualism



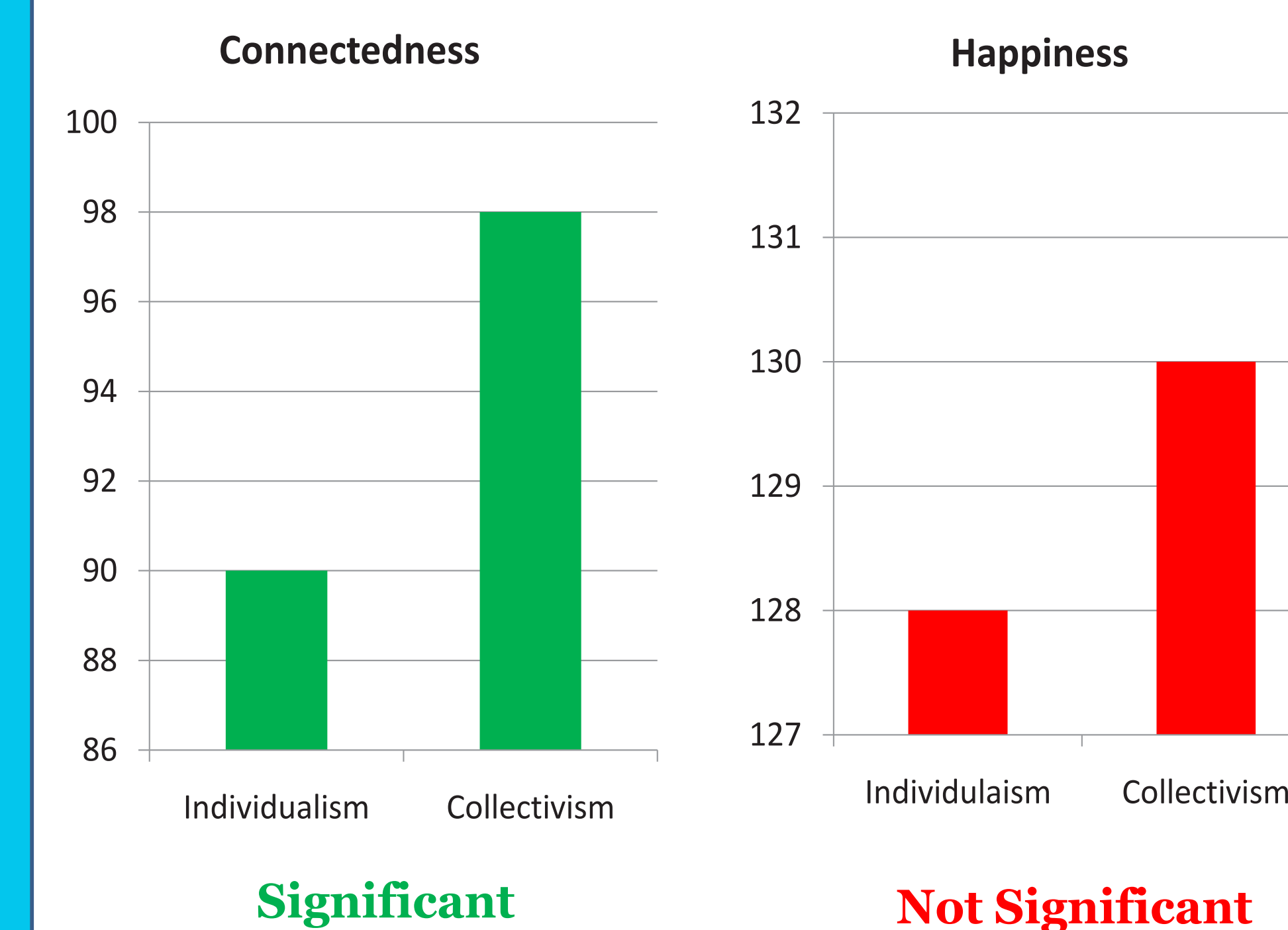
- The main difference is the gender difference
- CA and Other men are more independent than women *except* among the NA
- NA women are more individualistic than all other women

Post-hoc t-tests ( $p < .05$ )

Participants were then categorized as either Individualistic or Collectivistic

### One factor ANOVAs on Connectedness and Happiness

Individualistic n = 24 Collectivistic n = 48



Significant

Not Significant

## DISCUSSION

### Hypothesis

- Native Americans will be more collectivistic than the majority-
  - Not Supported**
  - In fact, NA women were *more* individualistic than other women

People who are more collectivistic will be more connected to their community and family, thus happier-

- More connected ✓
- Happier (in the expected direction)

Unexpected finding:

- Strong sex differences in individualism & collectivism
- This may not be surprising due to standard gender differences



- The degree of collectivism among sample
- Perhaps attitudes have changed since 2001

### Limitations

- Too few participants
- Not a lot of diversity in KS
- Native Americans hesitant to participate
- I was viewed as an outsider
- Selection Bias- NA women were generally formally educated

### Future Research

- Gain better compliance from NA community
- Obtain bigger sample of both populations
- Re-evaluate theory Americans are so highly individualistic