

AM I ALONE IN THIS? INDIVIDUALISM VS. COLLECTIVISM

*Psychology in Everyday Life:
The Past, the Present, and the Future*

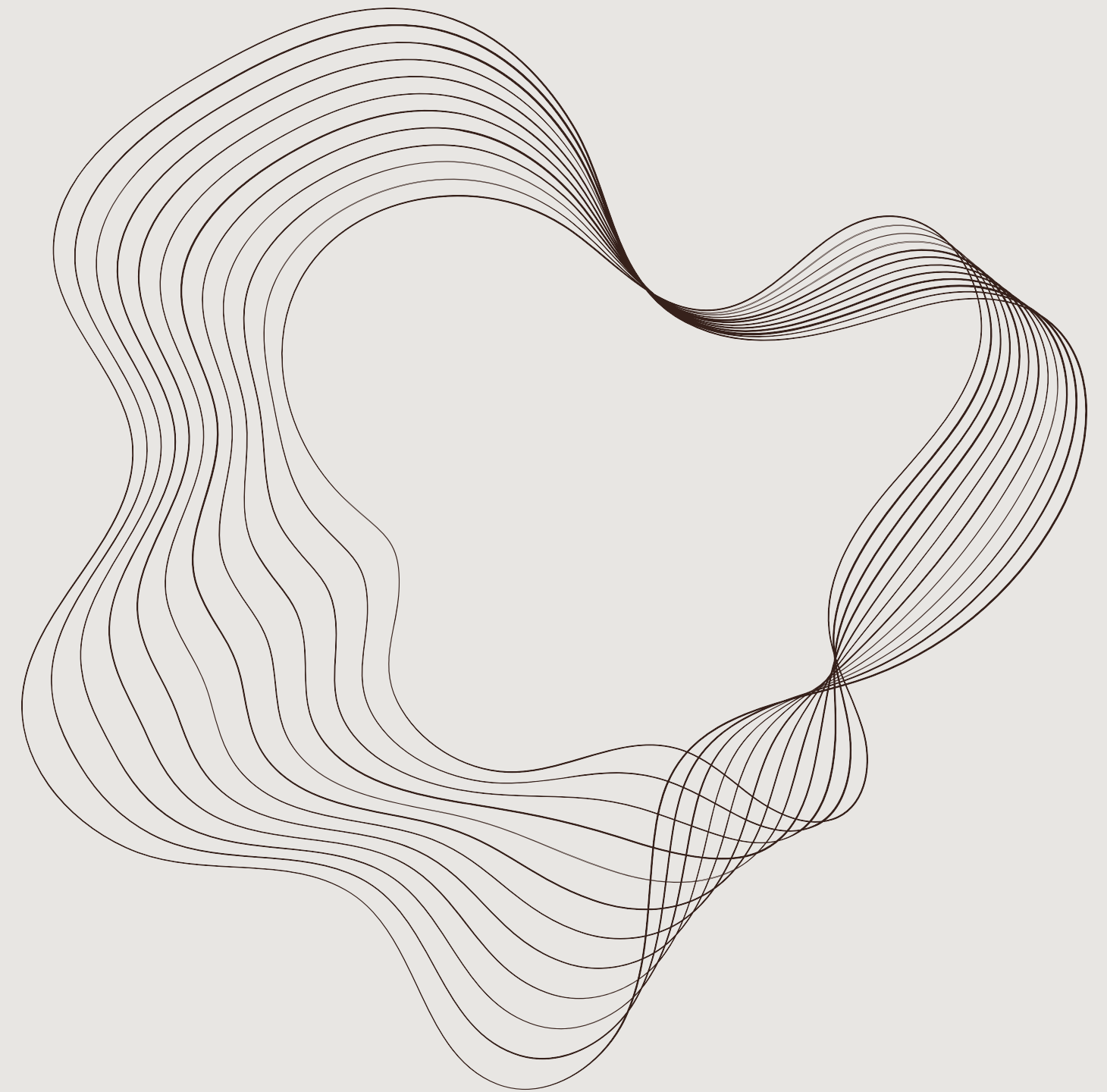
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The Little Prince

- Antoine de Saint-Exupéry (1900-1944)
- The relationship between **the little prince and the fox**
- His relationship to the rose, **his rose**
- **The lamplighter**
- **The switchman**
- Other people the little prince meets

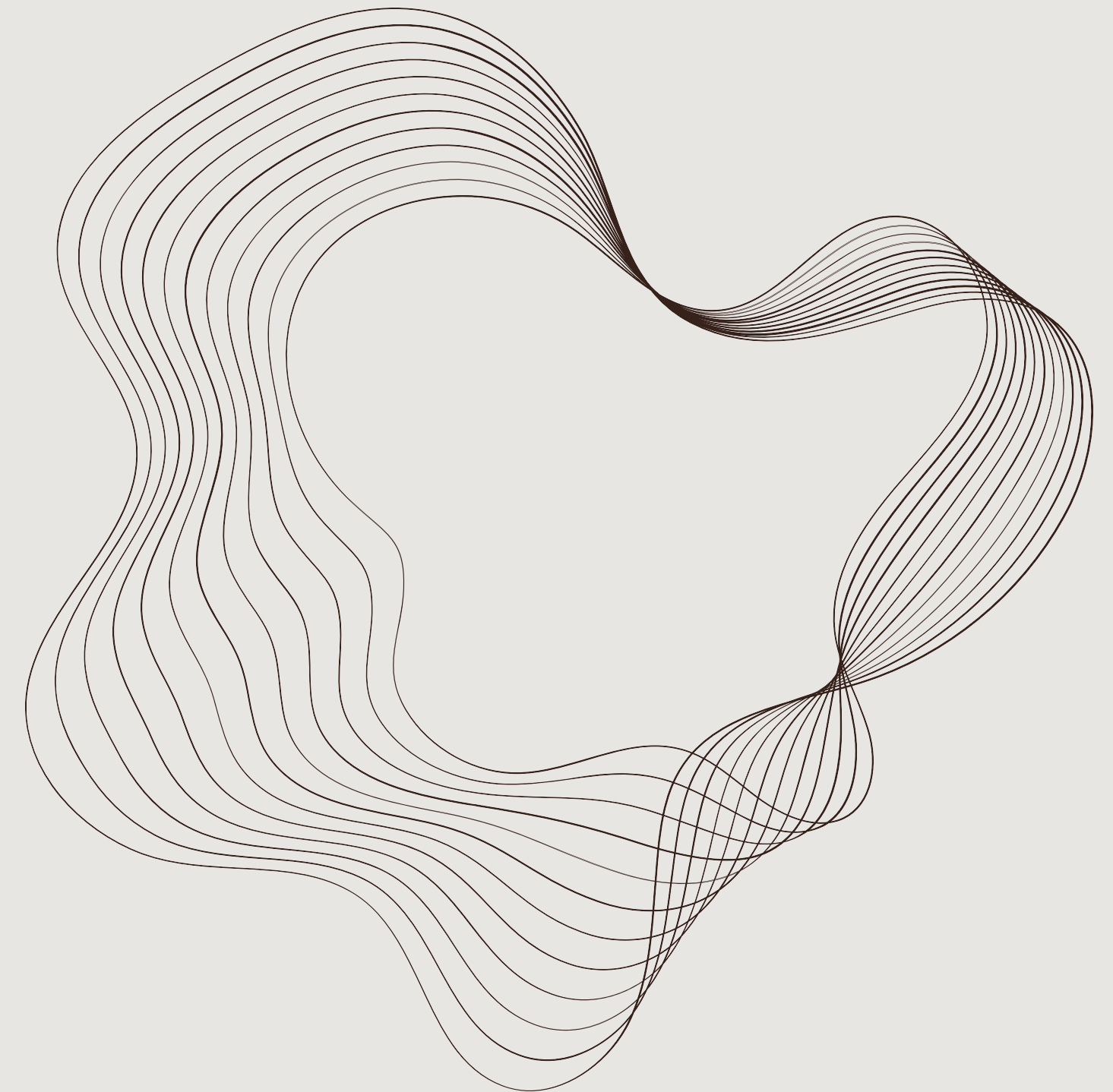
- What does the little prince learn over time?
- Individuality as **independence**
- Individuality as **uniqueness**
- Individualism, **isolation, self-centrism**
- **Social relations, companionship, connections, to belong**
- To be given a **meaning**, a new **sense** in life, a new **purpose**
... **Individualism or collectivism?**



The Animal Farm

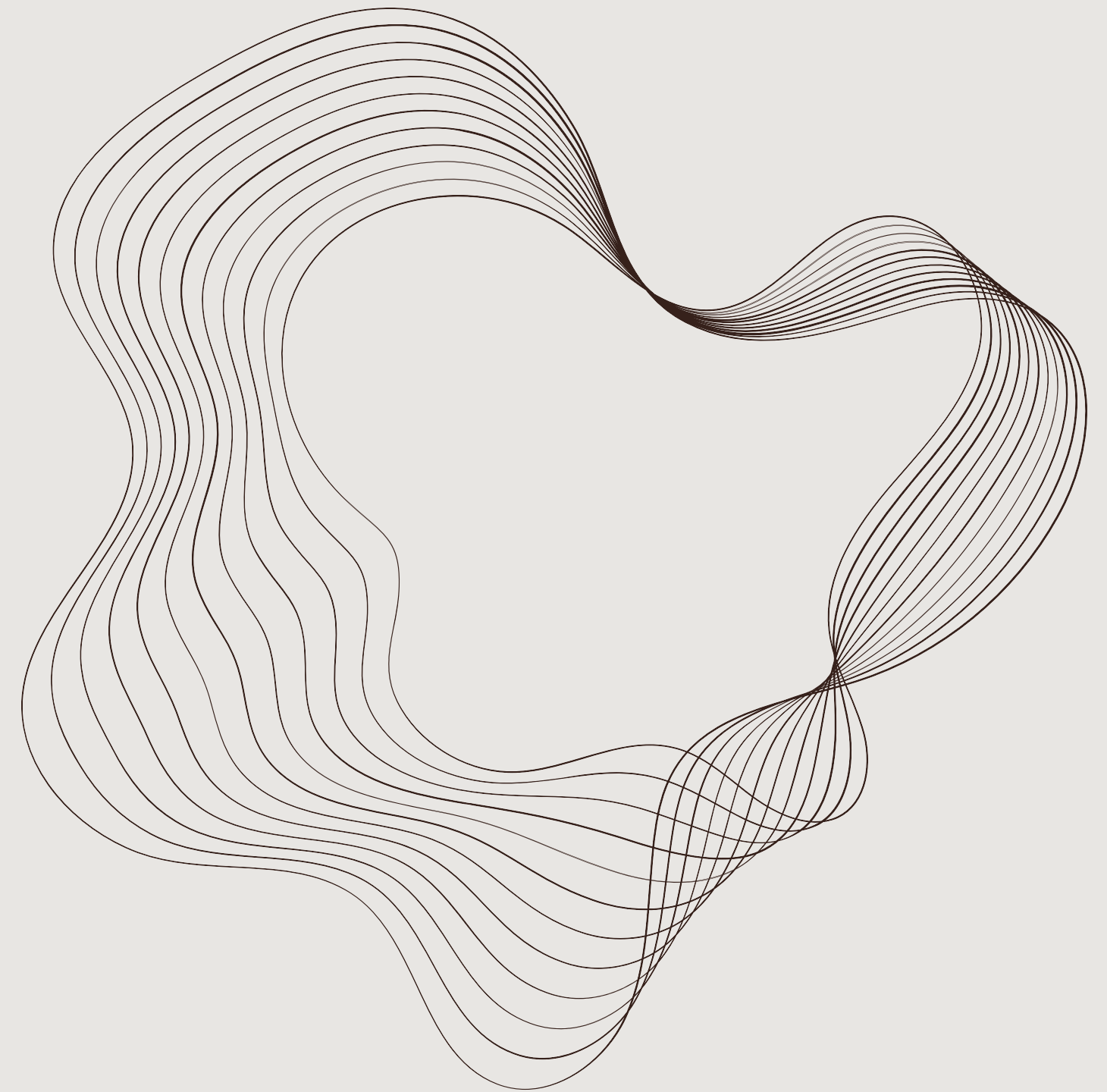
- George Orwell (1903-1950)
- **Propaganda, leadership, absolute control**
- Napoleon and Snowball as two **political forces**, rivals
- Squaler represents **propaganda**, “fake news”
- Corrupting influence of **power**
- Importance of **freedom** and **equality**
- Preserving **justice** and **empathy**

- What are the conclusions drawn from the story?
- What are the pros and cons of individualism?
- What are the pros and cons of collectivism?



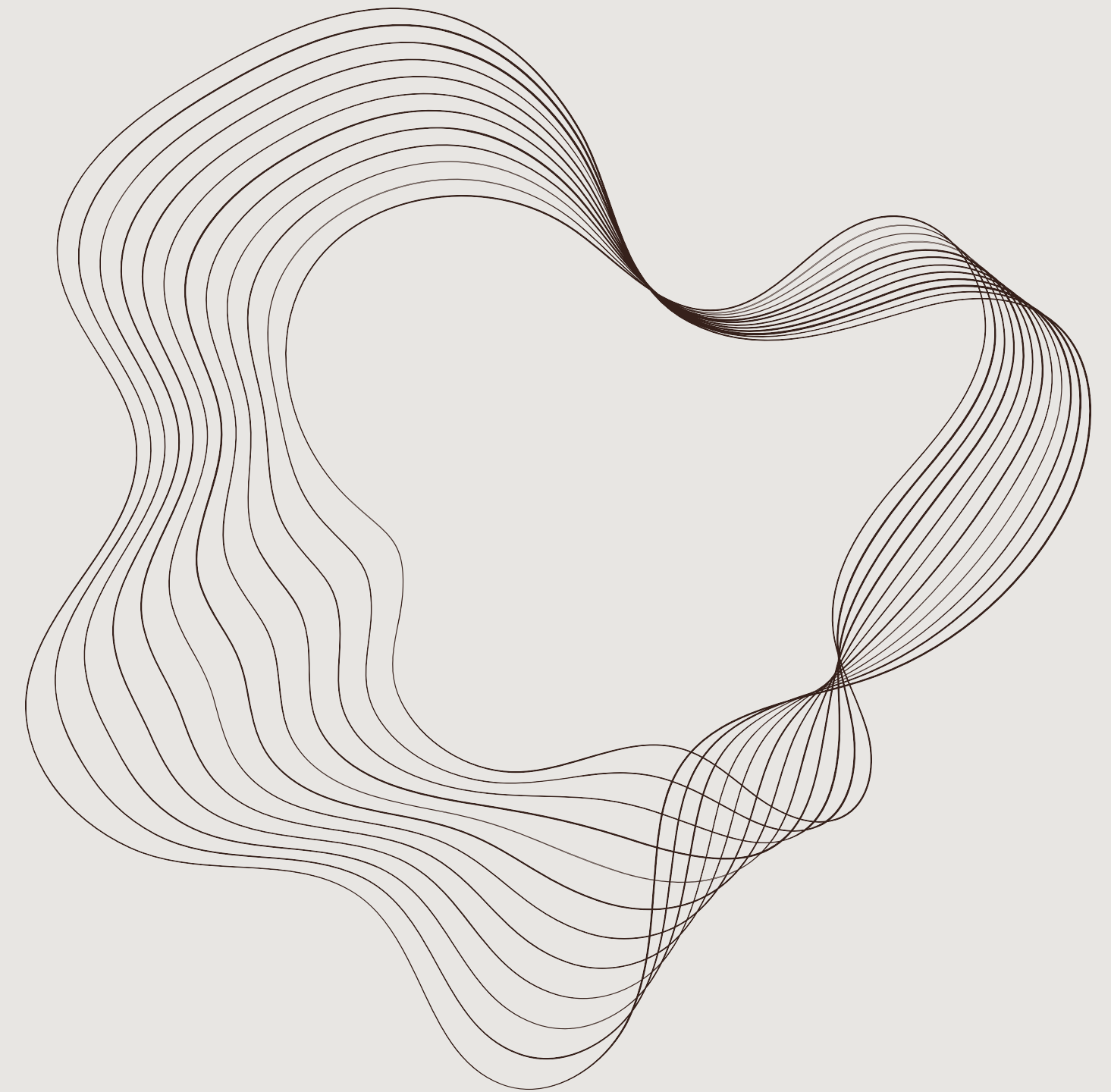
Discussion

- **Discussion leaders: Leo and Lorea**
- **individualism and collectivism** may **coexist** on different levels, on a **vertical** and a **horizontal axis**
- human behavior and our values are influenced by the **cultural, historical** and **societal context** we live in
- each culture, nation and ethnicity may have their own way to view the world, they support and cherish different behavior, values, goals, etc.
- level of individualism and collectivism may be set by a general agenda in the society, which may be **implicit** and **naturally developed**, or it can be **intentionally taught** and **executed** (an ideology) for a certain purpose, usually set by those who hold power/influence/resources in the society



Mind map

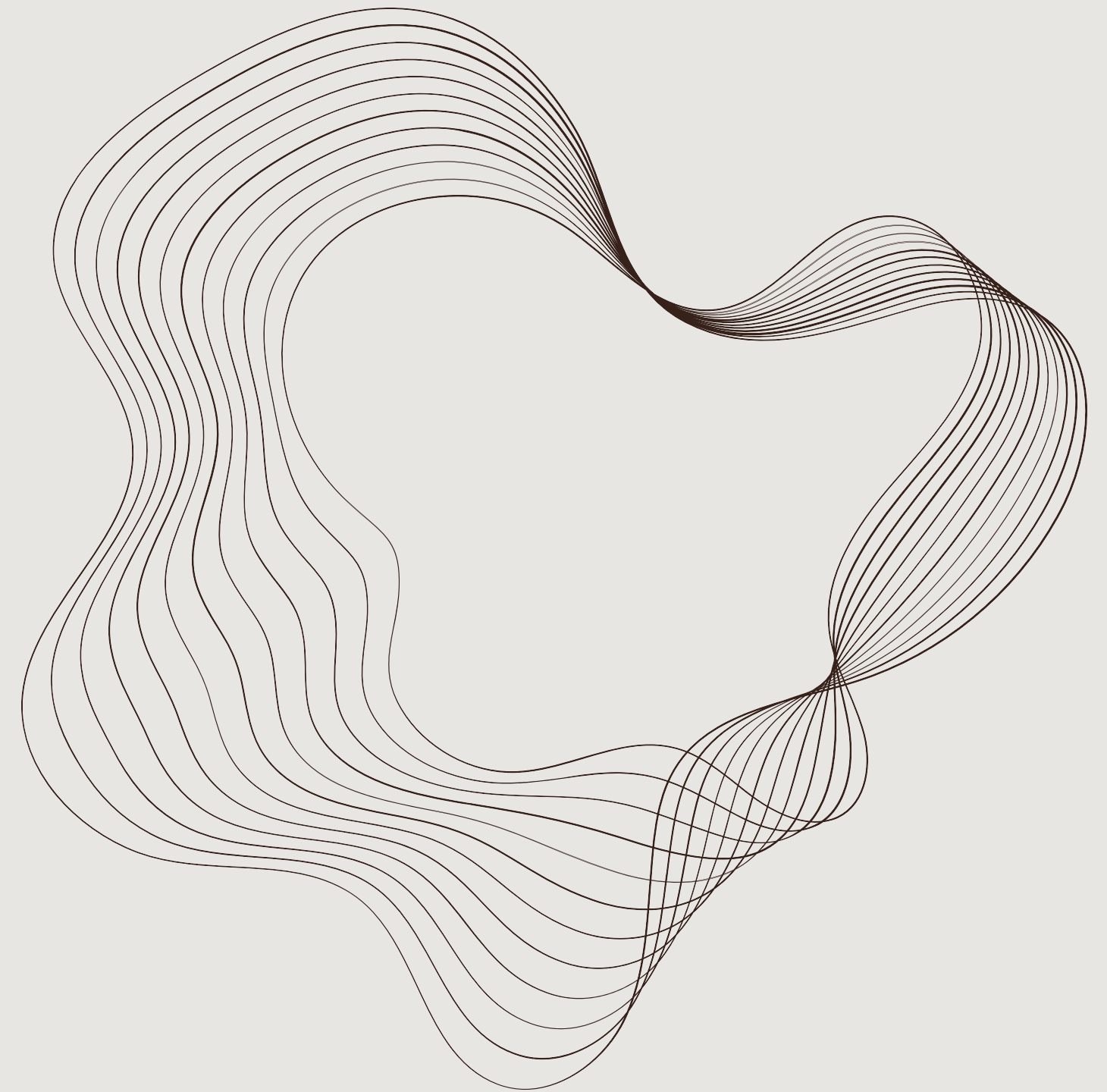
- power of **connection**
- to strive for **our own sake**, own goals and status
- to strive for **the sake of us all**, for the sake of the society we later live in or which we leave for those who come after us
- **altruism**
- **reciprocity**
- individualist and collectivist actions can both be beneficial, useful and of good intentions and purpose
- both can also be misused and misinterpreted
- it depends on how we used the idea, how the ideology is created, supported, and executed



Conceptualization

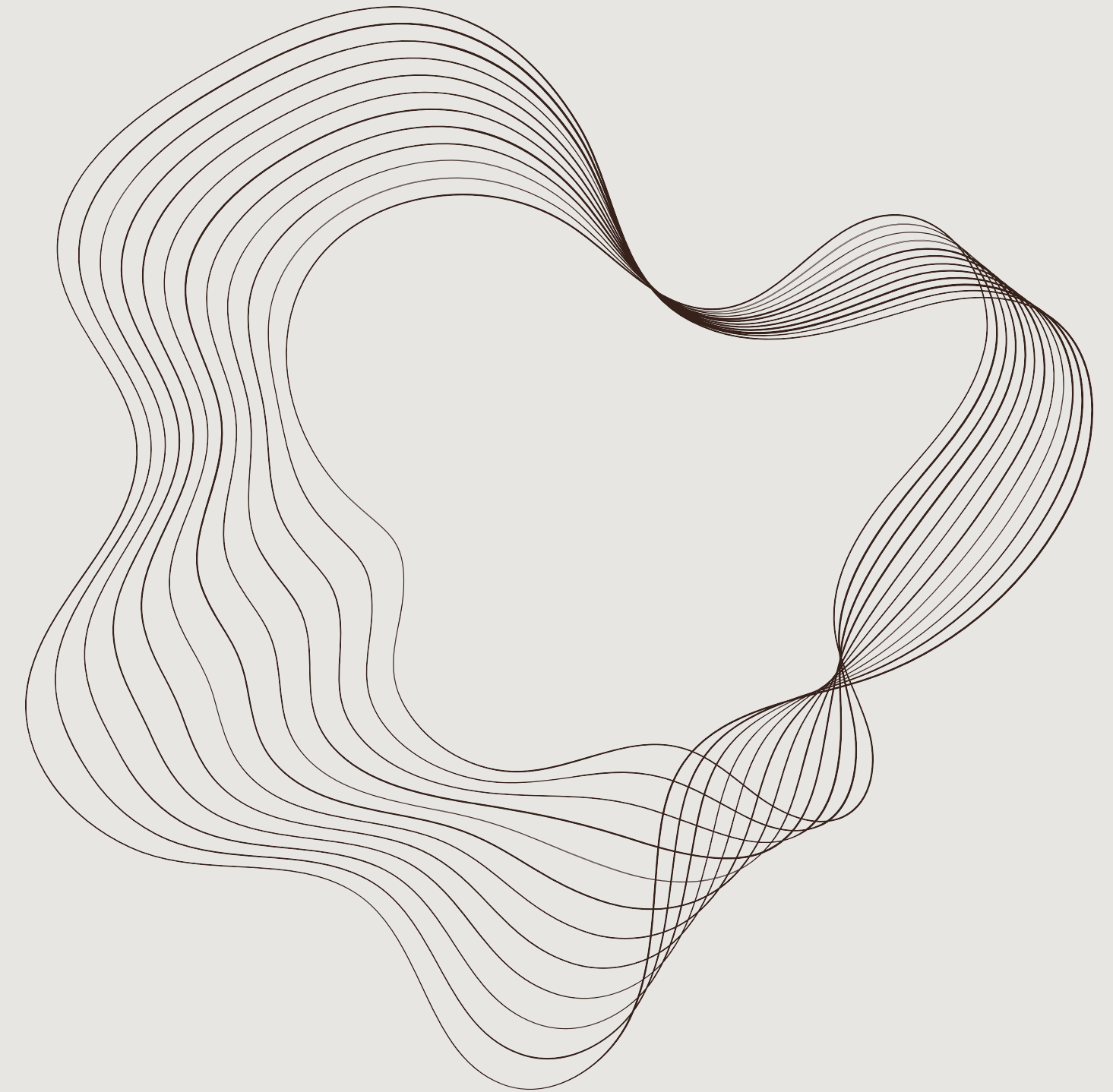
- The **individualist** orientation emphasizes the importance of **individual self-identity, personal agency**, and values that tend to prioritize **individuals over collectives**
- The **collectivist perspective** emphasizes the importance of one's **collective identity, collective agency**, and values that tend to prioritize **collectives over individuals**
- These concepts may **coexist**.
- It may **change over time**.
- Multidimensional or bidimensional construct

(Li & Aksoy, 2007)



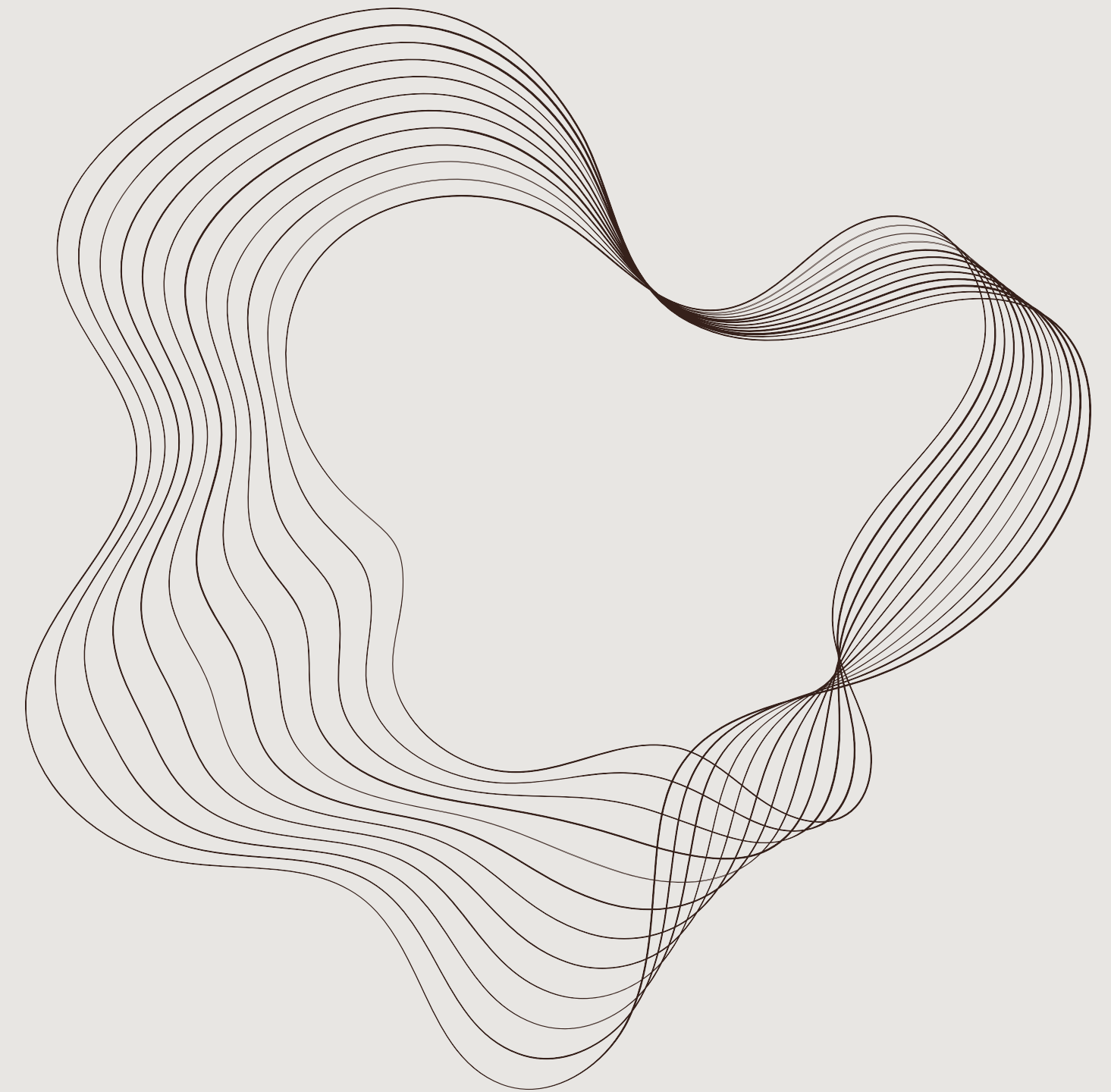
Society

- Society as a **sum of individuals**
- Society as a **collective**
- How do we keep our **identity** and **uniqueness**?
- How do we get over it to work on a **collective goal**?
- Where is the line / the limit / the boundary we should keep?
- Individual goals
- Collective goals
- What are they?



Mental health

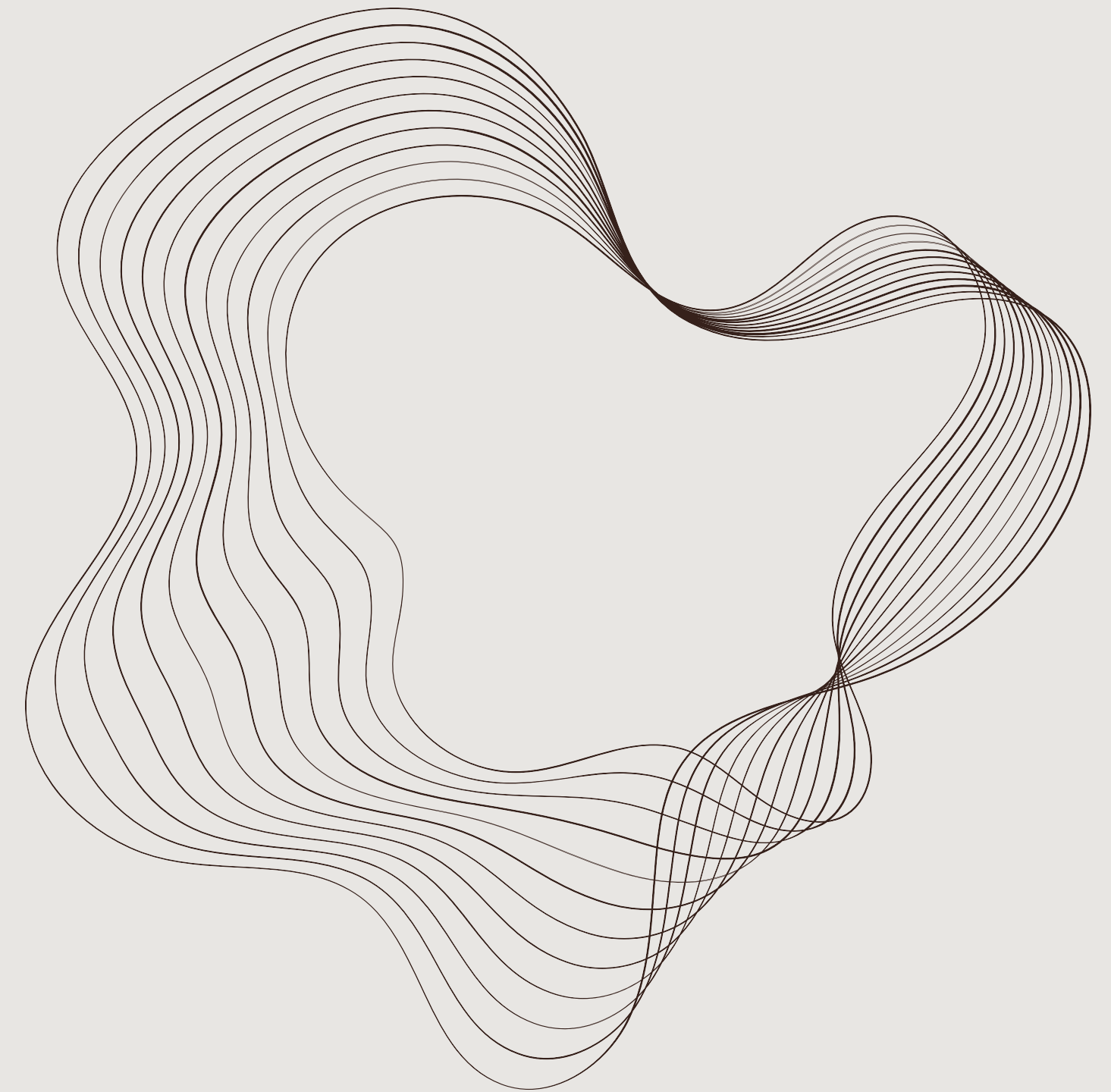
- What is **the norm** in terms on mental health?
- What are the **goals of our society** when it comes to mental health?
- Are we alone in this?
- Does the society actually have our back?
- The **stigma** of mental health, prejudices, discrimination
- How does **socialization** affect our mental health?
- **To reject or to be rejected**
- How can **individualism** propagate our mental health?
- How can **collectivism** propagate our mental health?



Relationships

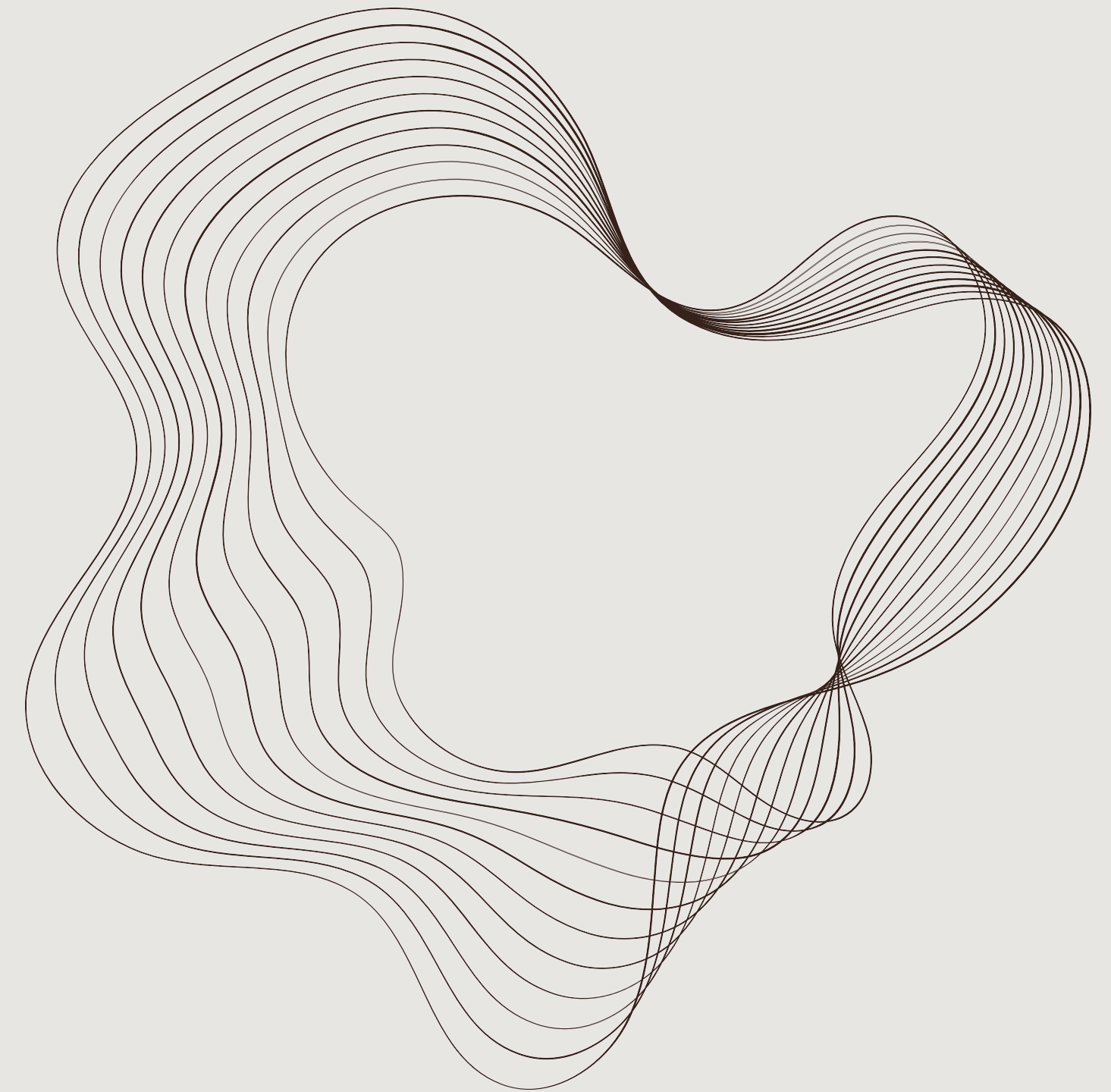
- Relationship as a **couple** or a **group of people**
- Collective and shared goals, norms, values, culture
- Relationship as a **connection of individuals**
- Individual goals, norms, values

- How to form a relationship?
- To what extent do we build something together?
- To what extent do we keep our individuality?
- How to love others while keeping on loving ourselves?



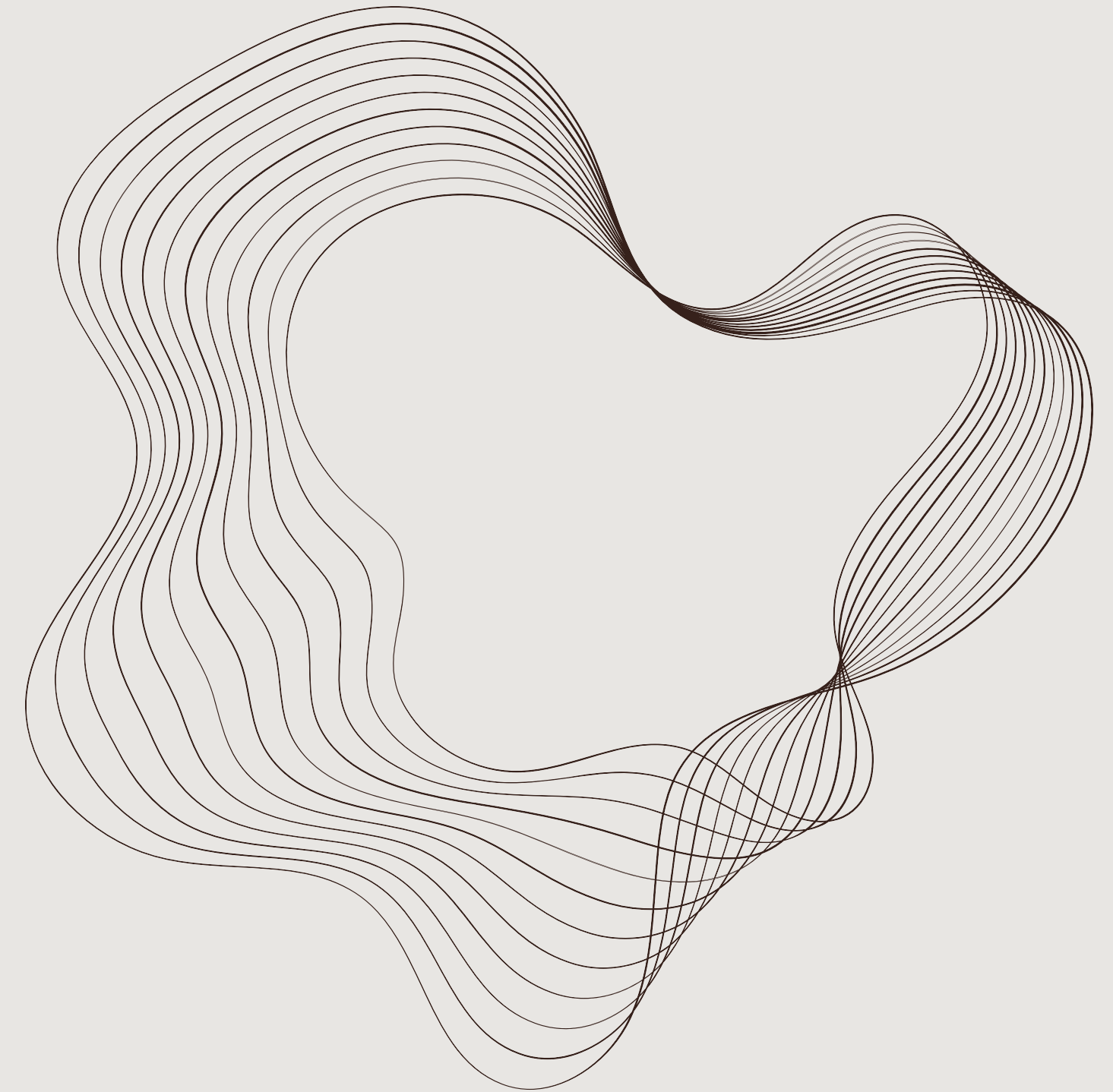
Literature

Li, F., & Aksoy, L. (2007). Dimensionality of individualism-collectivism and measurement equivalence of Triandis and Gelfand's scale. *Journal of Business and Psychology*, *21*(3), 313-329. <https://doi.org/10.1007/s10869-006-9031-8>



Conclusions

- What do you take from today's lecture?
- What are the thoughts you are leaving with?
- What are the conclusions?



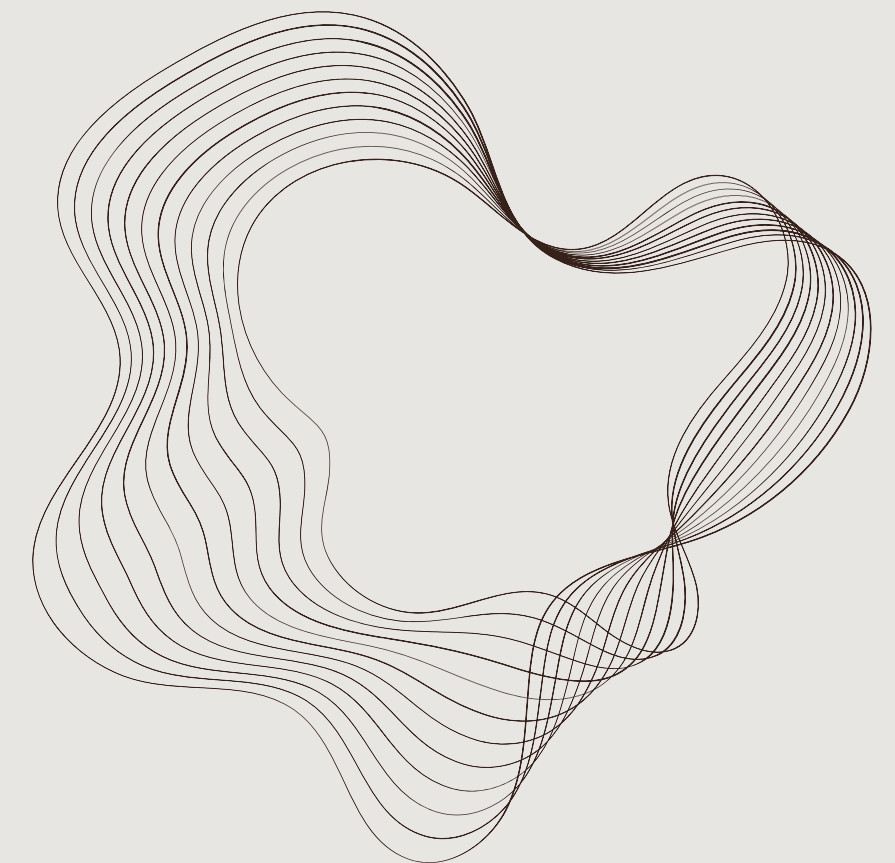
Upcoming week

Topic

- **There is a world that we don't see: Psychology, blindness, and disabilities**
- Public holiday: 28th October
- The lecture is cancelled, study materials will be posted in the interactive syllabus

Readings (optional)

- **“The Magic Wand”**, a poem by Lynn Manning
- **“Full Body Contact”**, a chapter in the book “Blind Rage” by Georgina Kleege
- **“Sex Education; or, How the Blind Became Heterosexual”**, an article by P. White



THANK YOU FOR YOUR ATTENTION

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