

TABLE 3.2 Key Differences Between Collectivist and Individualist Societies: General Norm and Family

COLLECTIVIST	INDIVIDUALIST
People are born into extended families or other in-groups that continue protecting them in exchange for loyalty.	Everyone grows up to look after him- or herself and his or her immediate (nuclear) family only.
Children learn to think in terms of "we."	Children learn to think in terms of "I."
Harmony should always be maintained and direct confrontations avoided.	Speaking one's mind is a characteristic of an honest person.
Friendships are predetermined.	Friendships are voluntary and should be fostered.
Resources should be shared with relatives.	Individual ownership of resources, even for children.
High-context communication prevails.	Low-context communication prevails.
Trespassing leads to shame and loss of face for self and group.	Trespassing leads to guilt and loss of self-respect.
Brides should be young, industrious, and chaste; bridegrooms should be older.	Criteria for marriage partner are not predetermined.