

**TABLE 3.3 Key Differences Between Collectivist and Individualist Societies: Language, Personality, and Behavior**

COLLECTIVIST	INDIVIDUALIST
Use of the word <i>I</i> is avoided.	Use of the word <i>I</i> is encouraged.
Interdependent self.	Independent self.
On personality tests, people score more introvert.	On personality tests, people score more extrovert.
Showing sadness is encouraged, and happiness discouraged.	Showing happiness is encouraged, and sadness discouraged.
Slower walking speed.	Faster walking speed.
Consumption patterns show dependence on others.	Consumption patterns show self-supporting lifestyles.
Social network is the primary source of information.	Media is the primary source of information.
A smaller share of both private and public income is spent on health care.	A larger share of both private and public income is spent on health care.
Disabled persons are a shame on the family and should be kept out of sight.	Disabled persons should participate as much as possible in normal day-to-day activities.