

Individualist Versus Collectivist

Directions: This survey will help you know if you are more of an individualistic or collectivist person. Read each sentence. Decide how strongly you disagree or agree with each statement. Put a check mark in the column that correlates with the way you feel about each statement.

	Strongly Disagree			Strongly Agree	
Statement	Nope! (1)	Not a Lot (2)	Kind Of or Sometimes (3)	Sure (4)	Oh, Yeah! (5)
1. My happiness depends very much on the happiness of those around me.					
2. Winning is everything!					
3. I usually give up my own self-interests for the benefit of my group.					
4. It annoys me when other people perform better than I do.					
5. It is important for me to maintain harmony within my group.					
6. It is important to me that I do my job better than others.					
7. I like sharing little things and time with my neighbors.					

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8. I enjoy competitions and challenges against others.					
9. The well-being, health, and happiness of other students (not just my friends) are important to me.					
10. I often do my own thing regardless of what the group says, thinks, or wants to do.					
11. If one of my family members needed money, I would help with my own money.					
12. It is up to people or family to take care of themselves with their own money.					
13. If a friend gets a prize, I would feel proud of him or her.					
14. Being a unique individual is important to me.					
15. To me, pleasure is spending time with others.					

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Statement	Strongly Disagree			Strongly Agree	
	Nope! (1)	Not a Lot (2)	Kind Of or Sometimes (3)	Sure (4)	Oh, Yeah! (5)
16. When another person does better than I do, I get tense and a little upset.					
17. Children should be taught to take care of duties and jobs before pleasure and fun.					
18. Competition is what makes our society improve and get better.					
19. I feel good when I cooperate and work in groups with others.					
20. Performing better than others makes me feel really proud and accomplished!					

Now add up the totals for all your answers to the **odd** statements: _____

Then add up the totals for all your answers to the **even** statements: _____

Odd numbers correspond with **collectivist** values. How strong are your collectivist values? What is your total for odd answers?

Even numbers correspond with **individualist** values. How strong are your individualist values? What is your total for even answers?