**Self-Assessment: Individualism-Collectivism Scale**

**The source of this scale is: T. M. Singelis, H. C. Triandis, D. P.S. Bhawuk, and M. J. Gelfand, "Horizontal and Vertical Dimensions of Individualism and Collectivism: A Theoretical and Measurement Refinement," *Cross-Cultural Research* 29 (August 1995), pp. 240-75.**

Cross-cultural values have become an important part of organizational life due to globalization and an increasingly multicultural workforce. Organizational behaviour researchers have studied several cross-cultural values, but none has had as much attention as the two measured in this self-assessment: individualism and collectivism.

**Instructions:**

Read each of the statements in this instrument and select the response that you believe best indicates how well these statements describe you.

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1. I often do “my own thing”.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. The well-being of my coworkers is important to me.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. One should live one’s life independently of others.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. If a coworker gets a prize, I would feel proud.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. I like my privacy.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. If a relative were in financial difficulty, I would help within my means.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. I prefer to be direct and forthright when discussing with people.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. It is important to maintain harmony within my group.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. I am a unique individual.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. I like sharing little things with my neighbours.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. What happens to me is my own doing.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. I feel good when I cooperate with others.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. When I succeed, it is usually because of my abilities.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. My happiness very much depends on the happiness of those around me.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. I enjoy being unique and different from others in many ways.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

1. To me, pleasure is spending time with others.

* Does not describe me at all
* Does not describe me very well
* Describes me somewhat
* Describes me well
* Describes me very well

**Understanding Your Score on the Individualism-Collectivism Scale**

This self-assessment estimates your level of individualism and collectivism. At one time, experts thought that these two cross-cross-cultural values were opposites. Now, we understand that they represent separate values that are generally unrelated to each other. Each scale has a potential score ranging from 8 to 40 points. Higher scores indicate that the person has a higher level of each cross-cultural value.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Low individualism | Moderate individualism | High individualism |  |
| 8 | 8-22 | 23-30 | 31-40 | 40 |

**Individualism**

Individualism refers to the extent that you value independence and personal uniqueness. Highly individualist people value personal freedom, self-sufficiency, control over their own lives, and appreciation of their unique qualities that distinguish them from others. The following graph shows the range of individualism in general. However, keep in mind that the average level of individualism is higher in some cultures (such as Canada) than in others.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Low collectivism | Moderate collectivism | High collectivism |  |
| 8 | 8-22 | 23-30 | 31-40 | 40 |

**Collectivism**

Collectivism refers to the extent that we value our duty to groups to which we belong, and to group harmony. Highly collectivist people define themselves by their group membership and value harmonious relationships within those groups. The following graph shows the range of collectivism in general. However, keep in mind that the average level of collectivism is lower in some cultures (such as Canada) than in others.

**Scoring:**

To find where you stand on the “Individualism-Collectivism Scale,” please refer to the following scoring guide:

**(Individualism – Questions 1, 3, 5, 7, 9, 11, 13, and 15)**

Does not describe me at all – 0 points

Does not describe me very well – 1 point

Describes me somewhat – 2 points

Describes me well – 3 points

Describes me very well – 4 points

**(Collectivism – Questions 2, 4, 6, 8, 10, 12, 14, and 16)**

Does not describe me at all – 0 points

Does not describe me very well – 1 point

Describes me somewhat – 2 points

Describes me well – 3 points

Describes me very well – 4 points