



Collectivism vs. individualism world map Note: The colored tape in the right part of the figure indicates the individualism index's value, with a larger number representing stronger individualism. Red in the figure indicates extreme collectivism and green indicates extreme individualism.

Traits of Individualistic Cultures



Self-Sufficiency



Uniqueness



Autonomy



Independence

Traits of Collectivistic Culture



Social rules focus on promoting selflessness



Working as a group



Doing what's best for society



Families and communities have a central role