

Does Culture Influence What and How We Think? Effects of Priming Individualism and Collectivism

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Individualism–Collectivism (I-C)

- Refers to relational I-C focusing on self-other relation
 - Individualistic → Separate self (Independence)
 - Collectivistic → Related Self (Interdependence)

Factor related I-C

Oyserman, Coon, & Kemmelmeier (2002)
Meta-analysis of I-C relation

- Relationality: Social relations, Perceived support
- Values: I-C values, Chinese values
- Well-being: Moods, Positive Emotion
- Self-concept: Separated-Related Selves
- Cognitive Style: Contrasting or Assimilating

Priming

Oyserman & Lee (2008)

- Researches found correlation between I-C and related factors, but not causal relationship
- Priming techniques can be used to support casual relationship.

Priming

- Priming Technique refers to activating parts of particular representation or associations in memory just before carrying out an action or task

Priming

- I-C Priming
 - Group Level Collectivism
 - Relational Level Collectivism
 - Both Group and Relational Level Collectivism
 - Language Priming
 - Other Priming Method

Priming

- I-C Priming
 - Group Level Collectivism, such as
 - Working in individual before asking questionnaire (Individualism)
 - Working in group before asking questionnaire (Collectivism)

Priming

- I-C Priming
 - Relational Level Collectivism, such as
 - Ask about Differences with families and friends (Individualism)
 - Ask about Similarities with families and friends (Collectivism)

Priming

- I-C Priming
 - Both Group and Relational Level Collectivism, such as
 - Scrambled sentence task: create meaningful sentence from

Individualism

I, me, mine, distinct,
different, competitive,
own, free, unique,
dissociate, assertive

Collectivism

we, us, ours, join,
similar, alike, share,
cooperative, agreeable,
help, group, respect

Priming

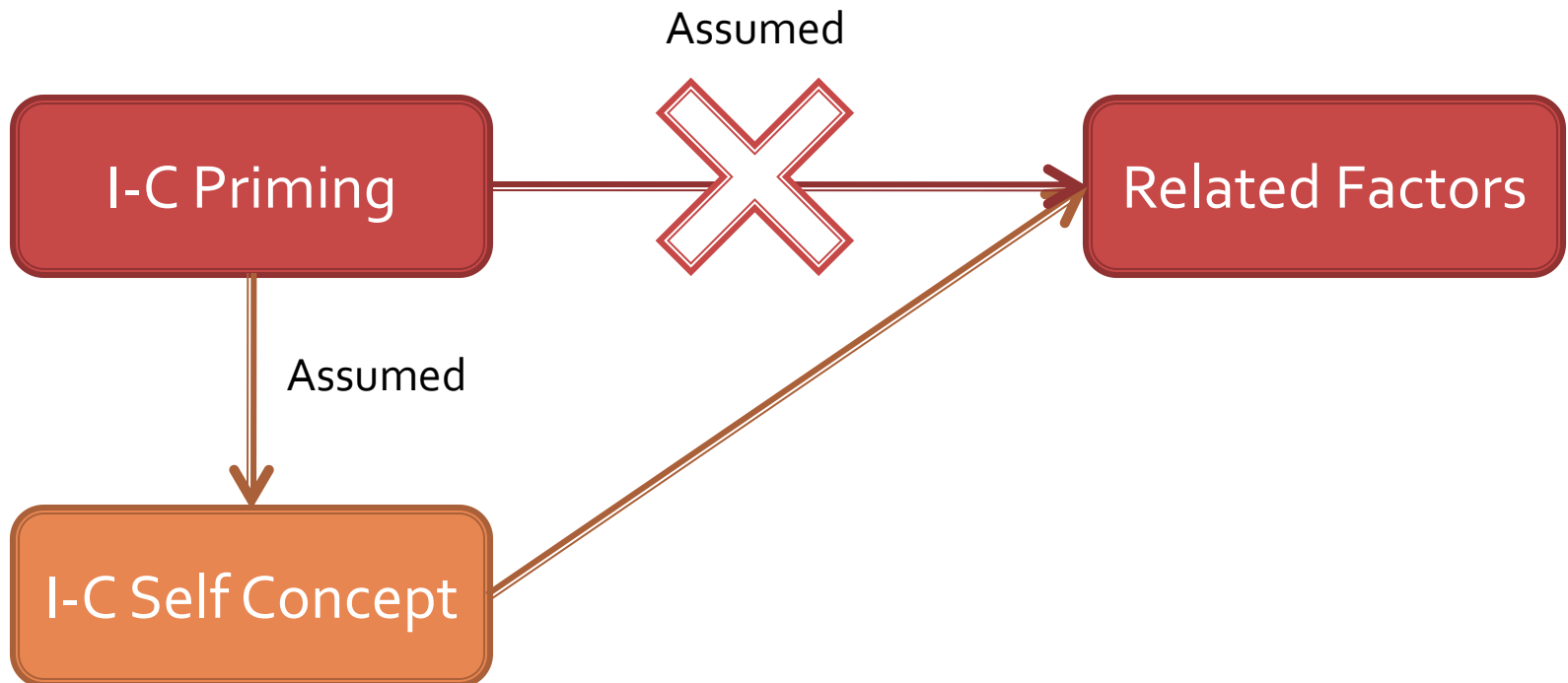
- I-C Priming
 - Language Priming
 - Bilingual participants were randomly assigned to English or another language.
 - Assumption
 - English carries individualism
 - Non-Western carries collectivistic

Priming

- I-C Priming
 - Other Priming Method: Cannot be categorized such as
 - Web-based advertisement focusing on
 - Personal-oriented aspects of product (Individualism)
 - family-oriented aspects of product (Collectivism)

Priming

- I-C Priming and Causality
 - Causality: Randomization/ Manipulation/ Control Extraneous Errors



Hypotheses

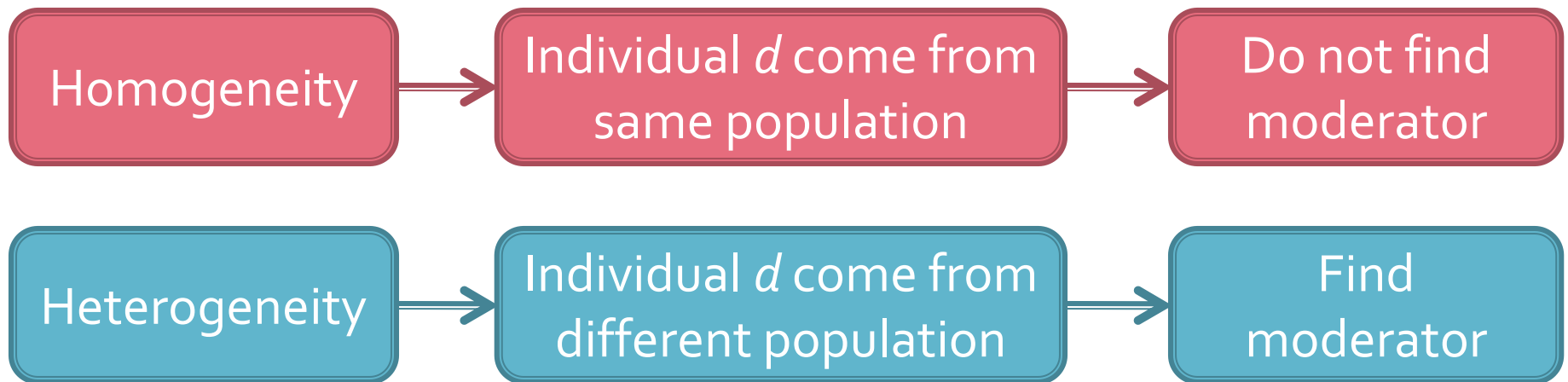
- When I-prime,
 - **Value:** I-value increases; C-value decreases
 - **Self-Concept:** More emphasis of unique traits and less emphasis on social or relational identities
 - **Relationality:** Decline closeness and obligation to in-group others
 - **Well-being:** More with happiness, self-fulfillment, and personal success and less with fulfilling social obligations and commitments
 - **Cognition:** Focus more on contrasting and pulling-apart and less on assimilating connecting-and-integrating

Methodology

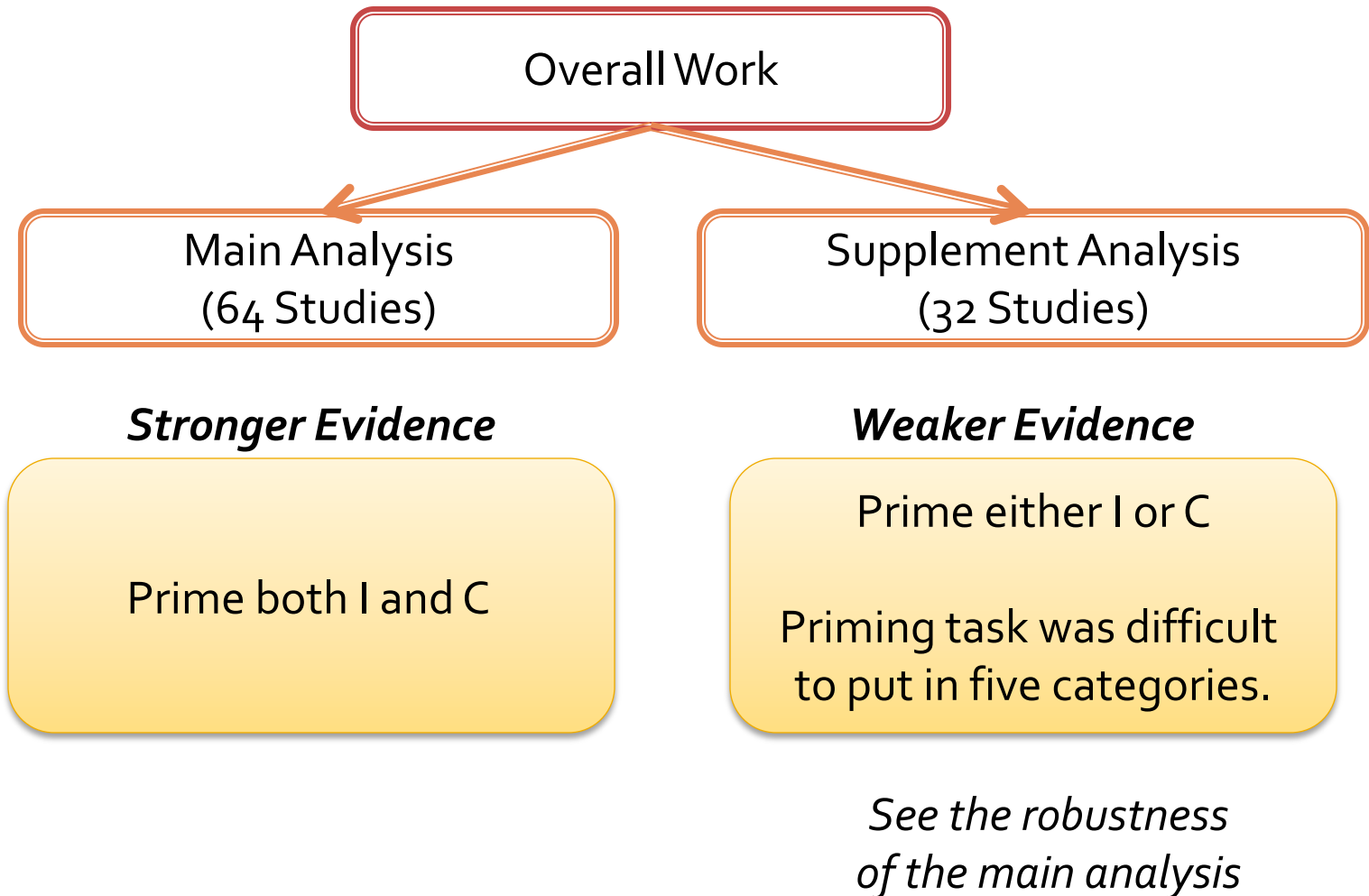
- Meta-analysis
- Synthesize the overall effect size (d) included all dependent variables
- Find the moderator variables of the effect size of priming techniques
 - Techniques used in priming
 - Dependent variables and their operational definition
 - Sample Characteristics (Region [Ethnicity], Sex)

Analysis

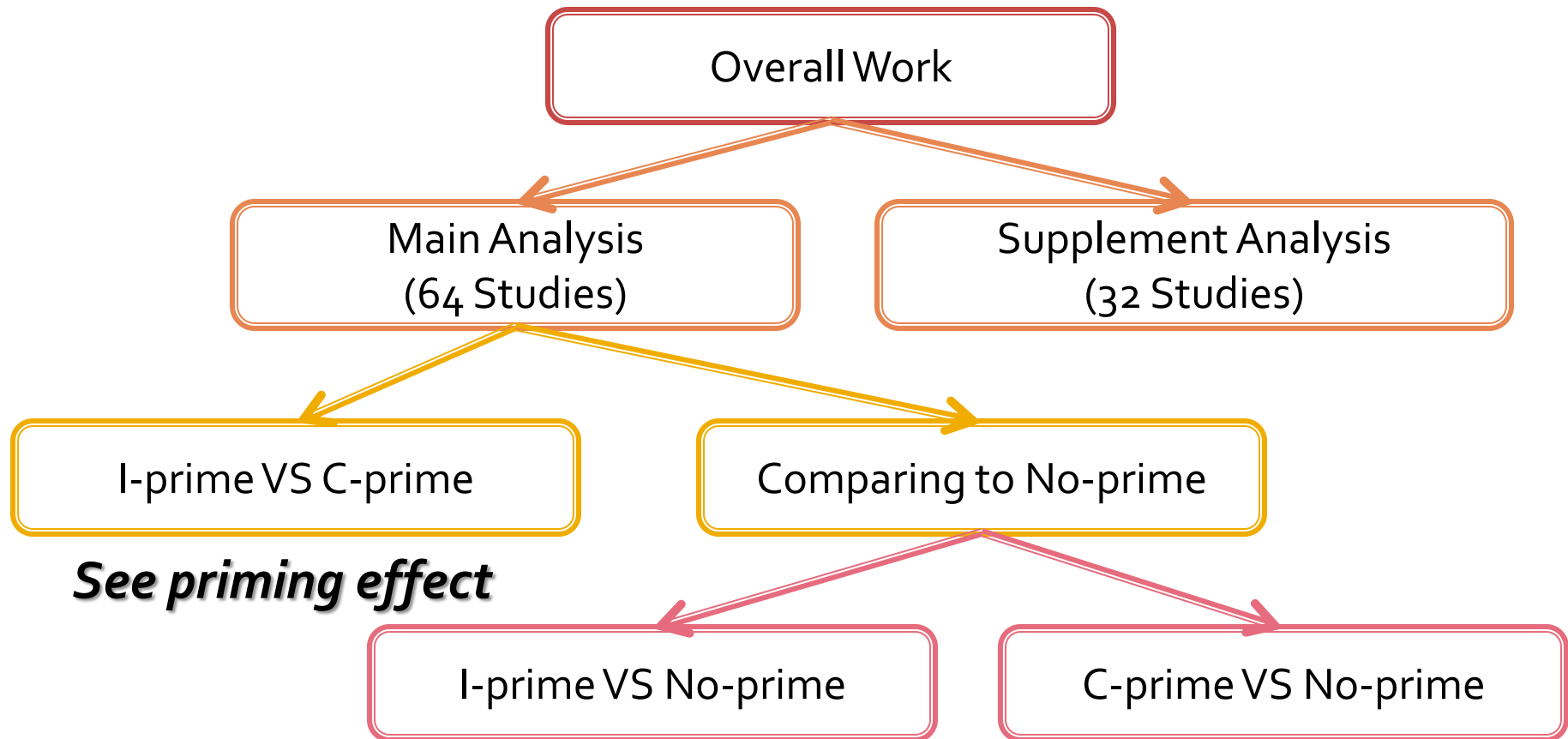
- Average Effect Size: Cohen's d
- Confidence Interval of Average Effect Size
- Heterogeneity Analysis of Particular Effect Size (Q statistic: Q_{within}) \rightarrow Same as SD



Structure of Meta Analysis



Structure of Meta Analysis



See priming effect

See whether I-prime or C-prime has more effect

What is the meaning of no priming or control group?

Overall Effect

	I-VS-C Prime	I-VS-No Prime	C-VS-No Prime	Extra Analysis
d	0.34 (64) ^a	0.35 (15) ^a	0.34 (15) ^a	0.39 (32) ^a
Confidence Interval	(0.29, 0.39)	(0.23, 0.48)	(0.21, 0.46)	(0.30, 0.48)
Q_{within}	Heterogeneity	Homogeneity	Heterogeneity	Homogeneity

a = Number of studies

Effect are moderate-size.

Effect are positive in parameter.

Effect sizes from studies are heterogeneity

I-VS-No Prime has the same effect size as C-VS-No Prime.

I-Prime effects are homogeneity; C-prime effects are heterogeneity

Extra analysis found the priming effect → Robustness

Moderation: Priming Tasks

	I-VS-C Prime	I-VS-No Prime	C-VS-No Prime	Extra Analysis
Group Priming	0.28 (11) [†]	N/A	N/A	N/A
Relational Priming	0.39 (28) [†]	0.43 (8) ^{††}	0.23 (8) [†]	N/A
Group + Relational	0.52 (22) ^{††}	0.25 (7) [†]	0.48 (7) ^{††}	N/A
Language	0.10 (10)	N/A	N/A	N/A
Others	0.78 (7) ^{††}	N/A	N/A	N/A

[†] $|d|$ ranged from .20 to .40; ^{††} $|d|$ is more than .40

Language = Weakest

The most effect one is both group and relational priming tasks

Priming differential effect = different parts of cognition were primed

Differential priming ingredients in I-Prime and C-Prime

Moderation: Dependent Variables

	I-VS-C Prime	I-VS-No Prime	C-VS-No Prime	Extra Analysis
Relationality	0.61 (13) ^{††}	0.37 (4) [†]	0.14 (4)	0.41 (13) ^{††}

Quite large homogeneity effect size to relationality

Most I-VS-No Prime are small to average effect size (homogeneous)

C-VS-No Prime are fluctuate (from no to large effect) → now small

I think, too small number of studies to conclude

Supplement analysis supported main analysis

Moderation: Dependent Variables

	I-VS-C Prime	I-VS-No Prime	C-VS-No Prime	Extra Analysis
Values	0.29 (15) [†]	0.27 (2) [†]	0.41 (2) ^{††}	N/A
I-C Measures	0.40 (6) ^{††}	N/A	N/A	N/A
Others	0.25 (9) [†]	N/A	N/A	N/A

Priming seem have small effect to values

When the standard I-C scale use, the effect was high

When others (such as Chinese Value Scale), the effect was low

I-VS-No Prime → low effect; C-VS-No Prime fluctuate to moderate

Too few studies too conclude, also.

Moderation: Dependent Variables

	I-VS-C Prime	I-VS-No Prime	C-VS-No Prime	Extra Analysis
Self-Concept	0.26 (41) [†]	0.35 (3) [†]	0.06 (3)	0.35 (3) [†]
Private Self	0.31 (9) [†]	0.30 (2) [†]	0.03 (2)	N/A
Relational Self	-0.20 (3) [†]	0.45 (1) ^{††}	0.08 (1)	N/A
Collective Self	0.24 (8) [†]	0.30 (2) [†]	0.06 (2)	N/A
Relational + Collective Self	0.67 (4) ^{††}	N/A	N/A	N/A

Small Effect of Priming to Self-Concept

Heterogeneity of effect to each self concepts

Relational + Collective Self most affected by priming

I-VS-No Prime have small effect; C-VS-No Prime fluctuate to no effect

Too few study to conclude

Extra Analysis support main analysis

Moderation: Dependent Variables

	I-VS-C Prime	I-VS-No Prime	C-VS-No Prime	Extra Analysis
Well-being	-0.13 (4)	N/A	N/A	N/A

Too few studies to conclude about effect of well-being

Moderation: Dependent Variables

	I-VS-C Prime	I-VS-No Prime	C-VS-No Prime	Extra Analysis
Cognition	0.54 (28) ^{††}	0.39 (6) [†]	0.52 (6) ^{††}	0.50 (4) ^{††}
Social attitudes/ judgments	0.50 (10) ^{††}	N/A	N/A	N/A
Social comparisons	0.59 (10) ^{††}	0.33 (4) [†]	0.73 (4) ^{††}	N/A
Nonsocial judgments	0.52 (8) ^{††}	0.54 (2) ^{††}	0.03 (2) [†]	N/A

Moderate effects of priming to cognition

Such as, attribution of success or failure

Looking in similarity or difference to other people

Cognitive oriented such as tasks memories, assimilation or difference

I-VS-No and C-VS-No Prime have equivalent effects.

Processes may be different, but not enough studies to conclude

Extra Analysis supported main analysis

Moderation: Sample Characteristics

	I-VS-C Prime	I-VS-No Prime	C-VS-No Prime	Extra Analysis
European American, European	0.44 (50) ^{††}	0.36 (11) [†]	0.44 (11) ^{††}	N/A
Asian North American	0.62 (3) ^{††}	N/A	N/A	N/A
Asian	0.17 (22)	0.34 (3) [†]	0.08 (3)	N/A

Asian American most affected by priming (few studies)

European was equivalent in I-prime and C-prime

Asian was not affected by C prime (few studies)

The authors said the effects robust across regions; is it true?

Moderation: Sample Characteristics

	I-VS-C Prime	I-VS-No Prime	C-VS-No Prime	Extra Analysis
Men	0.10 (25)	0.45 (6) ^{††}	0.23 (6) [†]	N/A
Women	0.27 (25) [†]	0.34 (6) [†]	0.29 (6) [†]	N/A

Women more affected than men in priming
Did not find gender differences in I-VS-No and C-VS-No Prime

Results

- Moderate effect size of I-C priming
- Effect to dependent variables → supported the hypotheses (except well-being)
- I-Prime and C-Prime, sometimes, were inconclusive because the number of studies was not enough.
- Robust across quality of evidence

Strengths

- Meta-analysis: Differentiate Research Quality Evidence
- Personality was understood within context
 - Social context provides making-meaning frame.
 - Support postmodernism framework.

Limitations

- Country boundaries in cross-cultural research
- Multi-definition of Individualism or collectivism
 - Triandis's definition of vertical and horizontal I-C
 - Indigenous psychology required in individualism and collectivism researches
- Assumption of priming as another tool for finding causal effects

Application

- Priming as a research tool
 - For example, depression priming, positive emotion priming
- Priming as a practical application tool
 - For example, priming in advertising, political campaign, counseling

Questions & Answers