

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

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Key terms

Individualism-Collectivism (I-C) refers to describe individual self as separate or related self, respectively.

Priming techniques refers to activating parts representation or associations in memory just before carrying out an action or task.

Individualism-Collectivism priming activate I-C self concepts in individuals, divided into five categories: group level collectivism, relational level collectivism, both group and relational level collectivism, language priming and other priming method

Presentation Outline

Introduction

- Oyserman, Coon, & Kimmelmeir (2002) meta-analyzed I-C relationship with other factors
- Oyserman & Lee (2008) questioned that researches found only correlation but not causal relationship.
- They proposed that priming techniques can be used to support causal relationship.
- I-C priming tasks were introduced and divided to 5 categories
- Assumption of I-C priming to support causal relationship
 - I-C priming tasks do not cause related factors directly.
 - I-C priming tasks affect I-C self-concept.
 - I-C self-concept affects related factors.

Hypothesis

When Individualism was primed,

- **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 overall effect sizes of the priming techniques across studies
- Find moderator variables of the effect sizes of the priming techniques
 - Techniques used in priming
 - Dependent variables and their operational definition
 - Sample characteristics
- Structure of meta-analysis
 - **Main Analysis** (64 Studies)
 - **I-Prime VS C-Prime:** Support priming effect
 - **I-Prime VS No-Prime AND C-Prime VS No-Prime:** Support which kinds of priming have more effect
 - **Supplement Analysis** (32 Studies): Support robustness of priming effect

Results

- Overall Effect (See from Table 1)
- Moderator variables (See from Table 2)
 - Priming Tasks
 - Dependent Variables
 - Relationality
 - Values
 - Self-concept
 - Well-being
 - Cognition
 - Sample Characteristics
 - Region (Ethnicity)
 - Sex

- Summary
 - Moderate effect size of I-C priming
 - All hypotheses, except well-being, were supported
 - I-VS-No prime and C-VS-No prime effect sizes 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

Limitations

- Country boundaries in cross-cultural research
- Multi-definition of individualism and collectivism
- Assumption of priming as another tool for finding causal effects

Applications

- Priming as a research tool
- Priming as a practical application tool

References

- Oyserman, D., Coon, H. M., & Kemmelmeier, M. (2002). Rethinking Individualism and Collectivism: Evaluation of Theoretical Assumptions and Meta-Analyses. *Psychological Bulletin*, 128, 3-72.
- Oyserman, D., & Lee, S. W. S. (2008). Does Culture Influence What and How We Think? Effects of Priming Individualism and Collectivism. *Psychological Bulletin*, 134, 311-342. [Presentation Article]

Table 1

Summarize overall effects from the main analysis and the supplement analysis from Oyserman and Lee (2008)

	Main			Supplement
	I-VS-C Prime	I-VS-No Prime	C-VS-No Prime	Analysis
<i>d</i>	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

Table 2

Summarize moderator variables analysis from the main and supplement analysis from Oyserman and Lee (2008)

	Main Analysis			Supplement Analysis
	I-VS-C Prime	I-VS-No Prime	C-VS-No Prime	
<i>Group Priming Techniques</i>				
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
<i>Dependent Variables</i>				
Relationality	0.61 (13)††	0.37 (4)†	0.14 (4)	0.41 (13)††
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
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
Well-being	-0.13 (4)	N/A	N/A	N/A
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
<i>Sample Characteristics</i>				
Region (Ethnicity)				
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
Gender				
Men	0.10 (25)	0.45 (6)††	0.23 (6)†	N/A
Women	0.27 (25)†	0.34 (6)†	0.29 (6)†	N/A

Number in parentheses refer to number of studies

† $|d|$ ranged from .20 to .40; †† $|d|$ is more than .40