



Department of Psychology  
The University of Hong Kong

香港大學心理學系

## Departmental Seminar

# Individualism-Collectivism Reconsidered: Overcoming Commonplace Cultural Stereotypes

11:30 a.m. – 12:30 p.m. | November 28, 2023 (Tuesday)  
Rm 813, 8/F, The Jockey Club Tower | Centennial Campus | The University of Hong Kong



### Dr. Plamen AKALIYSKI

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#### Abstract

Individualism-collectivism is by far the most prominent concept in cross-cultural psychology. The first country-level scores for individualism-collectivism, provided by Hofstede, remain widely used, despite major concerns about their replicability and validity. We illustrate that Hofstede's scores misclassify entire groups of countries, fostering unfounded cultural stereotypes and flawed theorizing. Notably, English-speaking countries' individualism scores are substantially overestimated, whereas East Asian cultures appear erroneously categorized as "collectivist". Using wide-ranging cross-cultural evidence, we review Hofstede's scores' inferior nomological validity compared to more recent measures and we demonstrate the risk of making Type I errors (false positive or false negative findings). To correct this bias, we provide a new multifaceted individualism-collectivism index for 99 countries/territories based on nationally representative data from the World Values Survey and the European Values Study. In conclusion, we advise researchers seeking to understand East-West differences to rely on cultural variables other than individualism-collectivism, whereas those trying to understand the psychological consequences of this cultural dimension not to rely on East-West comparisons.

#### About the Speaker

Dr. Plamen Akaliyski is an Assistant Professor in Sociology at Lingnan University in Hong Kong, specializing in the study of cultural values, cultural change, and the impact of culture on social outcomes, approached through a multidisciplinary lens. Holding a PhD in Sociology from the University of Oslo (Norway) and a Master's degree from Free University Berlin (Germany), Dr. Akaliyski has enriched his understanding of cultural dynamics through extensive postdoctoral work at University Carlos III of Madrid (Spain), Maastricht University (The Netherlands), and Keio University (Japan). His global perspective is further informed by living in various other countries, offering him an intimate grasp of cultural diversities. Dr. Akaliyski has worked alongside leading scholars such as Christian Welzel, Michael Minkov, and Vivian Vignoles, who are also co-authors of his work.

#### Zoom Meeting (For participants who couldn't attend the Seminar in person)

<https://hku.zoom.us/j/3951550048?pwd=SncvL3RYakEycUtpL29vdDJEEdlEwdz09>

Meeting ID: 395 155 0048 | Password: psyc



~All are Welcome~

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