Cultural dimension is considered a framework used to understand the differences in culture across countries and is used to summarize the extent to which cultural groups are found to differ from one another in terms of psychological attributes such as values, beliefs, self-construal’s, personality, and behaviors. One cultural dimension would be Individualism versus Collectivism. One cultural dimension would be Individualism versus Collectivism. Individualism vs Collectivism just one of the many types of dimensions. The main desertion between Individualism and Collectivism is that individualism is focused more so on the rights and concerns of each person, while collectivism stresses the importance of the community. Individualists tend to take pride in their independence, their rights, and to put more emphasis on standing out or being unique. In collectivist culture decisions are based on what is best for the group rather than what is best for each person. There is also a greater emphasis on common goals than on individual pursuits. Whether one is based in an individualistic or collective community can impact their self-perception. Individuals who are based in an individualistic community tend to describe themselves using adjectives like personality traits or characteristics. For example, they might complete the phrase “I am..” as “I am smart/funny/kind”. While individuals who are in a collective community may describe themselves in terms of their social relationships and roles. So, their “I am” phrase would look like “I am a good parent/sibling/partner”. Individualism and collectivism also effect a person’s relationships. It is found that people who grew up surrounded by individualistic ideals devote more effort and energy towards actively maintain close relationships. Meanwhile, those who grew up with collectivist ideals tend to remain strangers with others and can be seen as exclusive because individuals tend to adapt the mentality that they do not have to go join or help another individual because they, themselves, have their own group that should be taking care of them. Individualism and collectivism can be measured using the sixteen-item scale which covers four dimensions of collectivism and individualism. The first two dimensions being horizontal individualism and vertical individualism. Horizontal individualism is measured by whether each member is unique and mostly the same status, where vertical individualism is measured depending on whether members are unique, but it is possible to distinguish yourself and enjoy a higher status in social hierarchy. The last two types of dimensions are horizontal collectivism and vertical collectivism. Horizontal collectivism is measured depending on whether members merge themselves with the ingroup and enjoy largely the same status. While vertical collectivism is measured depending on how members merge themselves with the ingroup and submit themselves to an authority in that ingroup.

One study that focuses on individualism versus collectivism across cultures is the study; Individualism vs Collectivism in Different Cultures: a cross-cultural study by Abdel-Fattah E. Darwish & Gunter L. Huber (2003). In this study, the aim was to see the effect that cultural background has on individualist versus collectivist orientations in different cultures for male and female students. Participants were assessed in two groups of male and female students from universities in Egypt and Germany. Their age ranged from nineteen to twenty-three years old. Subject were measured based on the sixteen-item scale and assessed for the four types of individualistic versus collectivistic orientations: vertical individualism, horizontal individualism, vertical collectivism, and horizontal collectivism. This study had a high internal validity as participants might undergo maturation or maturation might differ in between the participants because of the age difference. The analysis of various individualism scores and collectivism scores produced a pattern of results. Students from Germany expressed significantly more individualistic tendencies compared to Egyptian students. Who, in contrast, scored significantly higher on both collectivism sub-scales than the German students. Demonstrating how cultural background affects different orientations. This study had low external validity as the researchers had full control of the setting in which the experiment was taking place, so all variables were manipulated. This study had no major ethical problems as participants were well informed of what was going to take place during the experiment and no participants were harmed.

Individualism versus collectivism as a cultural dimension can be seen in many places throughout the world. The most relevant example would be the cultural difference between Western countries and Eastern countries, to be more specific, the United States and Taiwan. The effects of individualism and collectivism were especially apparent in the past couple of years with the surfacing of COVID-19. When a mask mandate was mandated, those in Taiwan were more willing to completely obey the government, as they understood it was better for the country or group as a whole. Meanwhile, in the United States, people almost immediately took to the streets claiming that the mask mandate was impeding on their constitutional rights. The vast difference in approach to wearing a mask is a great example of an individualistic culture in comparison to a collective culture. As the values that an individualistic culture holds in high regard such as independence, self-reliance and autonomy are on full display with individuals in the United States taking mask wearing as something that takes away their autonomy. The same goes for collectivist cultures, where the emphasis of traits such as making decisions that are best for the group and compromise are portrayed with the pliancy of people in Taiwan.