



**Figure 2.2 Differences Between Individualist and Collectivist Cultures**

 Individualist Cultures	 Collectivist Cultures
Emphasizes independence and self-reliance	Emphasizes interdependence and cooperation
Prioritizes personal goals	Prioritizes group goals
Learning through individual study	Learning through group work
Individual contributions and status are prioritized	Group dynamics are prioritized
Task orientation	Social orientation
Purpose of education is learning how to learn	Purpose of education is learning how to do
Transgression of norms leads to guilty feelings	Transgression of norms leads to shameful feelings
<b>Examples of countries high on individualism continuum:</b> US, Australia, Netherlands	
<b>Examples of countries with low individualism continuum:</b> Indonesia, Pakistan, Guatemala	
<b>Recommendations:</b>	
<ul style="list-style-type: none"><li>• Build both individual and group accountability into group projects.</li><li>• Give students the choice to work independently or in pairs or groups.</li><li>• Seek to establish relationships with students by sharing about yourself and learning about them.</li><li>• Foster a supportive classroom community where students feel a sense of belonging.</li><li>• Celebrate group successes (e.g., class party for everyone's hard work on a project).</li></ul>	

Resources: Hofstede, 2003, 2011; Hammond, 2015.