Personality and culture

(DO PERSONALITY TRAITS DIFFER CULTURALY?)

- Can you compare the results of the personality inventory in different cultures?

- Factor analysis showed that in all measures cultures, there are similar factors than in the Big Five - Big Five is valid model through cultures with differences in particular factor scores (i.e. particular culture may score higher in extraversion than other culture, but lower in agreeableness)

The Big Five

▶ 5 factors: Openness to experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism – acronym OCEAN

What is cross-culturaly the same:

▶ The differences between women and men (women score higher on neuroticism and agreeableness)

▶ Consistent personality changes during adolescence and adulthood

The Big Five and bilingualism

Bilinguals score differently in their languages:

▶ English-Spanish bilinguals scored differently in Extraversion, Agreeableness and Conscientousness, depending on the language of administration (Ramírez-Esparza et al., 2006)

▶ German-Spanish bilinguals scored higher in Extraversion and Neuroticism, when speaking Spanish and Agreebleness in case of German (Veltkamp et al., 2012)

▶ It is a result of Cultural frame switching – striving for consistency with cultural norms of a target language context

▶ As a result the outcome of self-evaluating inquiries depends on used language!

Chinese developer their own inventory to answer more appropriate dimensions for their culture – Chinese Personality Assessment Inventory (CPAI) with factors:

- Harmony

- Ren Qing (relationship and norm orientation)

- Modernization (vs. traditional beliefs)

- Thrift vs. extravagance

- Ah-Q (defensiveness, externalization of blame)

- Face (behavior avoiding damaging one's honor)

(Cheung et al., 1996)

- Or is the personality comparison a product of a WEIRD culture?

(White, Educated, Industrialized, Rich, Democratic)

- a point that social sciences are biased – they build models upon data from a very limited range of social and cultural pool

- (i.e. models are bulit and named upon features, which „we" stress as important)

(Henrich, Heine, & Norenzayan, A., 2010)

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