

Culture & Personality

Psychology

How culture shapes the self, and the WEIRD problem in the literature.

Independent self

- Common in Western, individualist cultures
- Self defined by internal attributes
- Values uniqueness and self-expression
- Attribution to disposition

Interdependent self

- Common in collectivist cultures
- Self defined by relationships and roles
- Values fitting in and harmony
- More situational attribution

THE DIFFERENCE THAT MATTERS

WEIRD samples — Western, Educated, Industrialised, Rich, Democratic — dominate the literature and are behavioural outliers

The fundamental attribution error is substantially weaker in more interdependent cultures, which is itself evidence of cultural shaping.