

Cultural Typologies in Odisha: An empirical study

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Abstract

The purpose of the present investigation was to examine individualistic and collectivistic orientation of urban and rural people in Odisha setting. The other objective was to investigate sex difference on these dimensions. Four forms of individualism and collectivism as have been recently conceptualized were measured: "horizontal individualism (HI), horizontal collectivism (HC), vertical individualism (VI) and vertical collectivism (VC). One hundred adults (50 urban and 50 rural people) were randomly sampled from urban and rural settings of Odisha. Triandis (1995) has developed measures (a questionnaire and scenario method) to scale individualism and collectivism. The present study employed the adapted odiya version. The comparison of groups indicated that urban people showed greater vertical individualism and vertical collectivism than did rural people. Individuals in rural setting exhibited greater horizontal collectivism than did urban participants. Furthermore, men reported higher VI and VC than did women. Women demonstrated greater VC than men. With increasing years of age people manifested greater VC, Where as persons reveal greater VI with increasing levels of education. These findings were explained in terms of the current conceptualizations of individualism and collectivism. Major implications of the study were pointed out and directions of future research were outlined.

Keywords: Horizontal Individualism, Horizontal collectivism, Vertical individualism, Vertical Collectivism.

The culture of a particular civilization is an amalgamation of different things and elements like history, art, cuisine, language and many other tangible and non-tangible aspects. Studying a single culture in depth requires immense effort and time to fathom the core values and fundamentals. The traditional conceptualization of individualism and collectivism as ideas on opposite ends of a dichotomous continuum is limited and has assumed great significance only in recent years. The basic tenets of individualism and collectivism explain differences among cultures under the assumption that people in the same culture are largely homogenous.

According to the conceptualization most of the people in individualistic cultures show specific behavior pattern. In this society people have less concern about group or society interest. In

collectivist societies people are trained to cooperate with members of a few in-groups and compete with everyone else. The development of societies depends upon these two factors. In individualist societies people are more conscious about their personal benefit and self-satisfaction. In addition to that they neglect their families, in-groups and society. In case of collectivist society, peoples' first priority is others; they fulfill the needs of others and requirements like family's satisfaction and group need. They always extend help to others and behave like true citizen for the nation. Individualism stands for a preference for a loosely knit social framework in which individuals are supposed to take care of themselves and their immediate families only. Collectivism stands for a preference for a tightly knit social framework in which individuals can expect their relatives, clan,