

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.

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