

科学研究費助成事業 研究成果報告書

平成 29 年 5 月 11 日現在

機関番号：33914

研究種目：研究活動スタート支援

研究期間：2015～2016

課題番号：15H06715

研究課題名(和文) Influence of changing social norms about being individualistic on people's value, emotional functioning, and well-being: From a cultural psychological perspective

研究課題名(英文) Influence of changing social norms about being individualistic on people's value, emotional functioning, and well-being: From a cultural psychological perspective

研究代表者

Park Joonha (Park, Joonha)

名古屋商科大学・経営学部・助教

研究者番号：00754300

交付決定額(研究期間全体)：(直接経費) 2,200,000円

研究成果の概要(和文)：私はアジア社会(主に、日本・韓国)文化変動が個々人の幸福感や自己意識などを与える影響について研究した上、その結果を国際学会(IACCP in July, in Nagoya)と国内学会(日本社会心理学会、関西学院大学)で発表をした。それから韓国社会で存在する関係性の重要性とその変化が個々人の心理に与える影響と、日本人の中、個人主義が強い人々が感じる社会的ノームと彼らの幸福感に関する研究に対してそれぞれフォローアップ研究を進ませている。

研究成果の概要(英文)：I presented several findings in studies of cultural change in S. Korea at an international conference (IACCP in July, in Nagoya) and effects of increasing social norms on Japanese well-being at a domestic conference (JSP in September, in Kansei Gakuin University). I also developed a couple of follow-up studies that examines (1) cultural change in interpersonal relationships or relational self among Koreans and (2) relationships between perceived social norms of in(ter)dependence and subjective well-being. However, for some technical issues in both studies, they are in the stage of data collection at present, so that I have to continue the projects in 2017.

研究分野：Cultural psychology, East Asians, Well-being

キーワード：Cultural change Well-being Individualism

1. 研究開始当初の背景

Increasing social norms and emphasis on individualism have been very visible for the past decades in East Asian societies along with the influence of social change such as globalization and westernization. There are empirical studies suggesting the impacts of social norms on individuals' emotional experiences and well-being (e.g., Bastian et al., 2012).

In East Asia, globalization has been often associated with westernization or individualisation (Guillen, 2001). Ogihara and Uchida's (2014) cross-cultural study suggests that there may be a dark side of increasing individualism in East Asia (Japan) different from the West (USA). They propose that active formation and maintenance of interpersonal relationships and subsequent subjective well-being are less likely in East Asia because the Asian in the traditionally collectivistic society are lacking strategies to overcome negative impact of individualistic systems (e.g., competition between individuals and high social anxiety) compared to Westerners.

2. 研究の目的

This project aimed to investigate (1) the effect(s) of such new social norms emphasizing individualistic mind-set on Asian people's emotional experiences and well-being, whose psychology is understood to be traditionally based on collectivism and interdependence and (2) perceived cultural change among Easterners and the psychological implications to well-being.

The study also aimed to replicate Ogihara and Uchida's (2014) findings in South Korea, a country where the influence of individualistic values has been dramatically observable for the last few decades. In addition, it examined how perceived cultural change would be associated with subjective well-being.

3. 研究の方法

The project included two main studies, both of which were based on survey with student samples in Japan (Study 1) or S. Korea (Study 2).

In Study 1, 72 Japanese students were asked to rate a set of 10 items asking their individualistic/collectivistic orientations selected from Singelis'

self-construal scale on a 7 point-scale. Next, they were presented with an article suggesting an socially increasing emphasis of individualistic mind and behavior (emphasis condition) or repressing individualistic mind and behavior (de-emphasis condition) which was presented in a newspaper article format (毎日新聞). After reading the given article, they were asked to write an essay to be consistent with the contents of the article they read for 10 minutes. After the task, students answered to a question as follows, "According to the article above, how much do you think the society emphasizes (represses) people's individualistic mind and behavior?" on a scale from 1 ("much less than the past") to 7 ("much more than the past"). After completing the task, they were asked to fill out the next section that consists of positive and negative affect scale (PANAS), Satisfaction With Life Scale (SWLS), Interdependent Happiness Scale (IHS), and Rosenberg's self-esteem scales on a scale from 1 ("strongly disagree") to 7 ("strongly agree") except for the PANAS which was rated on a 5 point scale.

In Study 2, 106 Korean students were asked to think about present Korean society and average Korean people compared with 18 years ago when globalization was less visible on nine personality items reflecting independence ("independent", "self-confident", "efficient"; $\alpha = .56$), collective interdependence ("cooperative", "responsible", "patient"; $\alpha = .66$) and relatedness ("warm-hearted", "sympathetic", "reliable"; $\alpha = .72$). The title question was as follows: Considering effects of globalization on the society and people, how much do you think each of the following traits is considered important in the current society compared to 18 years ago? We also asked a similar question to measure independence ($\alpha = .79$) and interdependence ($\alpha = .73$) dimensions developed by Singelis after revising his 30 items to reflect perceived people's general behaviors and mentality (e.g., "People enjoy being unique and different from others in many respects."). Individualistic and collectivistic orientation. Revised version of the Contingencies of Self-Worth Scale was used (Ogihara & Uchida, 2014). Following the previous study, SWLS, IHS, PANAS,

and somatic symptoms were measured. The number of close friends was measured using a sociogram (Kitayama et al., 2009).

4 . 研究成果

In Study 1, the exposure to the social medium emphasizing (repressing) individualism was only effective for individuals' experiences of positive emotions rather than life satisfaction and self-esteem. This is likely because a) emotions are more sensitive, and b) they were measured first after the manipulation. The fact it is for positive is not that surprising, as it is not really a terribly negative thing to read – they are just less happy, but not a whole lot more depressed about their society. There is some similar evidence that individualistic tendency is negatively correlated with subjective well-being in East Asia (Ogihara & Uchida, 2014; Park & Norasakkunkit, 2016). This finding suggests that independent Asians would be less happier partly because they think the socially desirable values are contrasting to their individual orientation. Also it implies that people are becoming more individualistic influenced by globalization and maybe that change is faster than the societal change. One of the main problems for individuals' ill-being in contemporary society would lie on that the society ignores changing value among individuals failing to accept their individualistic orientations. The study points to importance of future study to look at possible effects of perceived social norms along with cultural change on interpersonal relationships and well-being.

In Study 2, I found that perceived relatedness decreased whereas independence increased compared to the past. Subjective well-being was negatively correlated with individualistic orientations and most strongly predicted by number of close friends (positive relationship). Perception about decreased relatedness was associated with ill-being. There was a tendency for negative relationships between individualistic orientations and interpersonal relationships as in the previous Japanese sample. Subjective well-being was predicted by interpersonal relationships; however, this was the only predictor and individualistic

orientations were not associated with subjective well-being. Perhaps, independent orientations are not so negative to Korean people's well-being as to the Japanese (Park & Kashima, 2014). There may be subtle cultural differences in accepting and acculturating individualistic value. Perceived cultural change was marginally associated with subjective well-being. Especially the perceived decrease of relatedness (i.e., quality of close relationships) tends to matter in predicting ill-being. Nevertheless, the study has a few limitations: (1) low reliabilities of traits reflecting three self concepts. (2) student sample: 18 years ago might be too past for college students to recall. Also, there is strong need for future study to solve the following questions. First, there is need to examine the negative effects of perceived change of relatedness on psychological well-being in a more elaborate way. Second, would be the relatedness effects culturally universal? Maybe that would be so, given the universal importance of close relationships (Baumeister & Leary, 1995), or less so in individualistic societies where people are by default more competent in interpersonal relationships (Ogihara & Uchida)?

5 . 主な発表論文等

(研究代表者、研究分担者及び連携研究者には下線)

[雑誌論文](計 0 件)

[学会発表](計 2 件)

1. Park, J. Individualists in Japan society and their subjective well-being. At the 57th Conference for the Japanese Society of Social Psychology. Hyogo, Japan, September 17, 2016.
2. Park, J. & Norasakkunkit, V. Perceived cultural change, interpersonal relationships and well-being in South Korea. International Association for Cross-Cultural Psychology, Nagoya, Japan, August 02, 2016.

[図書](計 1 件)

1. Park, J. (in press). Intercultural Psychology in Korea. In Li, W.,

Hodgetts, D., & Foo, K.H. (Eds.),
Intercultural Psychology: An
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〔産業財産権〕

出願状況（計 件）

名称：
発明者：
権利者：
種類：
番号：
出願年月日：
国内外の別：

取得状況（計 件）

名称：
発明者：
権利者：
種類：
番号：
取得年月日：
国内外の別：

〔その他〕

ホームページ等

6. 研究組織

(1) 研究代表者

パクジュナ (PARK, Joonha)
名古屋商科大学・経営学部・講師

研究者番号：00754300

(2) 研究分担者

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研究者番号：

(3) 連携研究者

()

研究者番号：

(4) 研究協力者

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