Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.
INDIVIDUALISM/COLLECTIVISM, CULTURAL IDENTITY, AND SELF-ENHANCEMENT: A STUDY OF NEW ZEALAND MĀORI

A thesis presented in partial fulfilment of the requirements for the degree of Master of Arts in Psychology, Massey University, Palmerston North

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ABSTRACT

The present research investigated associations among individualism/collectivism, Māori cultural identity, self-enhancement and modesty in a sample of adult New Zealand Māori. Seventy-one (55 female, 16 male) Māori tertiary education students participated in the study. A series of standard multiple regressions were performed between the dependent variables of horizontal collectivism (HC), horizontal individualism (HI), vertical collectivism (VC) and vertical individualism (VI); and the independent variables of age, self-enhancement, modesty and cultural identity. Results using ANOVA indicated the present sample had a horizontal collectivist orientation. Additionally, self-enhancement had a significant independent impact on horizontal collectivism when it was used as the dependent variable. Horizontal individualism shared a positive and significant relationship with academic self-enhancement, in addition to significant and negative relationships being found between age and academic self-enhancement. A positive and highly significant relationship was shared between vertical collectivism and modesty. Modesty and the above-average effect shared a significant and negative relationship, as did age and the above-average effect. Despite a number of procedural and measurement limitations, tentative interpretations of the findings were still possible. The implications of the findings are discussed.
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# TABLE OF CONTENTS

ABSTRACT ........................................................................................................... ii

ACKNOWLEDGEMENTS....................................................................................... iii

TABLE OF CONTENTS ........................................................................................... iv

LIST OF TABLES ....................................................................................................... vi

CHAPTER 1 – INTRODUCTION .................................................................................. 1

1.1 Culture and the Self............................................................................................. 3
  1.1.1 Selfways ....................................................................................................... 3
  1.1.2 Self-Construals ......................................................................................... 4
  1.1.3 Individualism and Collectivism .................................................................. 6
  1.1.4 The Measurement of Individualism and Collectivism ......................... 8
  1.1.5 Evidence for Individualism/Collectivism ........................................... 11

1.2 Cultural Identity .................................................................................................. 13
  1.2.1 New Zealand Māori ................................................................................ 14
  1.2.2 Māori Selfways ....................................................................................... 16

1.3 Self-Enhancement ............................................................................................... 19
  1.3.1 Relationship with Modesty .................................................................... 26

1.4 Overview of the Present Research ................................................................... 29

CHAPTER 2 - METHOD ........................................................................................... 33

2.1 Participants ......................................................................................................... 33

2.2 Procedure .......................................................................................................... 33

2.3 Measures ............................................................................................................ 34
  2.3.1 Dimensions of Culture ........................................................................... 34
  2.3.2 Cultural Identity ...................................................................................... 35
  2.3.3 Self-Enhancement ................................................................................... 35
  2.3.4 Modesty ................................................................................................. 36
  2.3.5 Well-Being ............................................................................................. 37
  2.3.6 Demographics ....................................................................................... 37

CHAPTER 3 – RESULTS .......................................................................................... 38
3.1 Descriptive Statistics ................................................................. 38
3.1.1 Demographics ......................................................................... 38
3.1.2 Measures ............................................................................ 38
3.1.3 Individualism/Collectivism Variables .................................. 39
3.1.4 Self-Enhancement, Psychological Well-Being, and Academic
    Intentions ................................................................................ 47
3.1.5 Self-Enhancement and Modesty ............................................. 48

CHAPTER 4 – DISCUSSION .................................................................. 49
4.1 Findings and Implications ............................................................ 49
4.1.1 Individualism/Collectivism, Māori and Cultural Identity .... 49
4.1.2 Individualism/Collectivism and Self-Enhancement ............ 53
4.1.3 Self-Enhancement, Psychological Well-being and Academic
    Intentions ............................................................................... 55
4.1.4 Self-Enhancement and Modesty ............................................ 58
4.2 Limitations of the Present Research and Suggestions for Future Research 59
4.2.1 Procedural Limitations ...................................................... 59
4.2.2 Variable Limitations .......................................................... 60
4.3 Conclusion ............................................................................... 61

REFERENCES ................................................................................. 633

APPENDIX A: Information Cover Sheet .............................................. 722

APPENDIX B – Questionnaire ............................................................ 744

APPENDIX C – Scoring for Māori Cultural Identity Measure ............. 855
LIST OF TABLES

Table 1: Means, Standard Deviations, Alpha Reliabilities, and Score Range Data of Research Variables ...............................................................39

Table 2: Means (and Standard Deviations) of Various Collectivist Samples on the Individualism and Collectivism Subscales ..................................40

Table 3: Means (and Standard Deviations) of Various Individualist Samples on the Individualism and Collectivism Subscales ...................................41

Table 4: Standard Multiple Regression of Horizontal Collectivism on Age, Self-Enhancement, Modesty and Cultural Identity, Showing Correlations, Standardized Regression Coefficients ($\beta$), $R$, $R^2$, and Adjusted $R^2$ (N=53) ........................................43

Table 5: Standard Multiple Regression of Horizontal Individualism on Age, Self-Enhancement, Modesty and Cultural Identity, Showing Correlations, Standardized Regression Coefficients ($\beta$), $R$, $R^2$, and Adjusted $R^2$ (N=53) ........................................44

Table 6: Standard Multiple Regression of Vertical Collectivism on Age, Self-Enhancement, Modesty and Cultural Identity, Showing Correlations, Standardized Regression Coefficients ($\beta$), $R$, $R^2$, and Adjusted $R^2$ (N=53) ........................................45

Table 7: Standard Multiple Regression of Vertical Individualism on Age, Self-Enhancement, Modesty and Cultural Identity, Showing Correlations, Standardized Regression Coefficients ($\beta$), $R$, $R^2$, and Adjusted $R^2$ (N=53) ........................................46

Table 8: Correlations Among Two Self-Enhancement Measures, Positive Affect, Negative Affect, and Overall Psychological Well-Being .........................47

Table 9: Correlations Among Two Self-Enhancement Measures and Academic Intentions ......................................................................................48

Table 10: Correlations Among Two Self-Enhancement Measures and Modesty .....48