

ABSTRACT

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Title of Thesis: “Psychological Well-Being, Self Esteem and Emotional Intelligence: A Study of Individualistic and Collectivistic Orientations”

In order to understand and appreciate the behavior and activities of people, the cultural context in which they occur is important. They are individualist and collectivist orientations or dimensions. The two orientations differ from each other in structural, contextual and behavioral basis. It has been found that western cultures generally value individualism and Asian cultures typically put greater emphasis on collectivism.

We all are born and grow up in specific culture and learn to believe the principles, standards, perspectives and expectations we acquire from our culture. Hence, factors like well-being, self-esteem and emotional intelligence will differ in individualist and collectivist cultural orientations. Since gender roles in different cultures also differ, hence males and females were compared on well-being, self-esteem and emotional intelligence.

In order to carry out the research, initially 400 participants with 200 male and 200 female graduate students were taken on incidental basis. These subjects were administered ICAI developed by Matsumoto *et al.* Q1 and Q3 were taken as cutoff point for sorting out individualist and collectivist participants. Separate Q1 and Q3 were calculated for males and females.

Finally 180 were sorted out. Among them 90 were from individualist and 90 were from collectivist cultures. Among each group there were 45 male and 45 females. Thus four

groups of participants of different combinations in a 2X2 factorial design were sorted out. P.G.I. general well-being scale of Verma & Verma, self-esteem inventory by Coopersmith and Indian adaptation of emotional intelligence scale by Bhattacharya, Dutta and Mandal were administered.

F-test and t-test were used to analyze the data. It was found that respondents of collectivist culture had significantly better well-being than the respondents of individualist respondents and males had significantly better well-being than females. The interaction effect of culture and gender was found non-significant. t-ratio shows supremacy of both males and females of collectivist culture over their counter parts of individualist culture. F-ratio showed an edged of respondents of individualist cultural orientation over respondents of collectivist culture orientation for self-esteem. F-ratio for gender was found to non-significant. The interaction of the two variables on self-esteem was also found non-significant. F-ratio showed significantly higher emotional intelligence of respondents of individualist culture orientation than that of respondents of collectivists' culture orientation. F-ratio for gender was found non-significant. However, the interactional effect of two variables on emotional intelligence was found significant. Here individualist cultural orientation interacted with males. t-ratio showed better emotional intelligence in individualist males than other group and better emotional intelligence in females of collectivist cultural orientation than the other group.

Results of regression analysis showed that self-esteem and emotional intelligence did not have any significant contribution in the well-being of the collectivist oriented respondents. It was found that 11.4% variance was counted by emotional intelligence in the well-being of individualist respondents. Self-esteem contributed 9.8% negative variance in the well-being of males. In the same way 7% negative variance was contributed by self-esteem of female respondents. 6% variance was contributed by emotional intelligence in the well-being of females. However, self-esteem and emotional intelligence together contributed 12% variance in the well-being of females.