

**THE INDIVIDUALISM-COLLECTIVISM  
INTERPERSONAL ASSESSMENT INVENTORY (ICIAI):**

*A Domain-Specific Measure of Individualistic and Collectivistic*

*Values Related to Social Interaction*

copyright (c) June 1996  
David Matsumoto, Ph.D.  
Culture and Emotion Research Laboratory  
Department of Psychology  
San Francisco State University  
(415) 338-1114 - voice  
(510) 217-9608 - fax  
dm@sfsu.edu - email

Your Name: \_\_\_\_\_

Age: \_\_\_\_\_ Sex: Male Female

Ethnicity: \_\_\_\_\_

ID Number: \_\_\_\_\_

## Instructions

This is a questionnaire about your values and behaviors when interacting with others. We would like to ask you about your values and behaviors when interacting with people in four different types of relationships: (1) Your Family; (2) Close Friends; (3) Colleagues; and (4) Strangers. For the purposes of this questionnaire, we define each of these relationships as follows:

**YOUR FAMILY:** By "family," we mean only the core, nuclear family that was present during your growing years, such as your mother, father, and any brothers or sisters. Do not consider other relatives such as aunts, uncles, grandparents, cousins, etc., as your "family" here unless they actually lived with you while you were growing up.

**CLOSE FRIENDS:** By "close friends," we mean those individuals whom you consider "close;" i.e., with whom you spend a lot of time and/or have known for a long time. Do not consider people who are "just" acquaintances, colleagues, or others whom you would not consider as your close friends. Also, do not consider intimate partners (e.g., boyfriend, girlfriend) here, either.

**COLLEAGUES:** By "colleagues," we mean those people with whom you interact on a regular basis, but with whom you may not be particularly close (for example, people at work, school, or a social group). Do not consider close friends on the one hand, or total strangers on the other.

**STRANGERS:** By "strangers," we mean those people with whom you do not interact on a regular basis, and whom you do not know (i.e., total strangers such as people in the subway, on the street, at public events, etc.). Do not consider friends, acquaintances, or family.

*You can refer to this list as many times as you want when completing your ratings.*

We know that your values and behaviors may differ *within* each of these groups, depending on with whom you are interacting. Try not to be too concerned with specific individuals, but rather, try to respond to what you believe about each of these groups as general categories of social relationships.

Also, don't be concerned at all about how your responses compare to each other. There is no right or wrong, good or bad. Don't worry about whether your responses are consistent. Just tell us how you truly feel about each group on its own merits.

**PART I: VALUES**

In this section, tell us about the *values* you have when interacting with people in the four relationship groups. Values are *concepts or beliefs about desirable end states or behaviors that guide our selection of behaviors and evaluation of events*. Use the following rating scale to tell us how important each of the following is as a value to you. Write the appropriate number in the space provided for each of the four social groups:

		Not at All Important				Very Important					
		0	1	2	3	4	5	6			
						Family	Close Friends	Colleagues	Strangers		
1.	Maintain self-control toward them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
2.	Share credit for their accomplishments.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
3.	Share blame for their failures.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
4.	Respect and honor their traditions and customs.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
5.	Be loyal to them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
6.	Sacrifice your goals for them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
7.	Sacrifice your possessions for them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
8.	Respect them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
9.	Compromise your wishes to act in unison with them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
10.	Maintain harmonious relationships with them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
11.	Nurture or help them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
12.	Maintain a stable environment (e.g., maintain the status quo) with them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
13.	Exhibit "proper" manners and etiquette, regardless of how you really feel, toward them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
14.	Be like or similar to them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
15.	Accept awards, benefits, or recognition based only on age or position rather than merit from them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
16.	Cooperate with them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
17.	Communicate verbally with them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
18.	"Save face" for them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	
19.	Follow norms established by them.	_____	_____	_____	_____	_____	_____	_____	_____	_____	

**PART II: BEHAVIORS**

In this section, tell us about your actual behaviors when interacting with people in the four relationship groups. That is, we want to know *how often you actually engage in each of the following when interacting with people in these relationship groups*. Use the following rating scale to tell us how often you engage in each type of behavior. Write the appropriate number in the space provided for each of the four social groups:

		Never						All the Time
		0	1	2	3	4	5	6
						Family	Close Friends	Colleagues Strangers
1.	Maintain self-control toward them.	_____	_____	_____	_____	_____	_____	_____
2.	Share credit for their accomplishments.	_____	_____	_____	_____	_____	_____	_____
3.	Share blame for their failures.	_____	_____	_____	_____	_____	_____	_____
4.	Respect and honor their traditions and customs.	_____	_____	_____	_____	_____	_____	_____
5.	Be loyal to them.	_____	_____	_____	_____	_____	_____	_____
6.	Sacrifice your goals for them.	_____	_____	_____	_____	_____	_____	_____
7.	Sacrifice your possessions for them.	_____	_____	_____	_____	_____	_____	_____
8.	Respect them.	_____	_____	_____	_____	_____	_____	_____
9.	Compromise your wishes to act in unison with them.	_____	_____	_____	_____	_____	_____	_____
10.	Maintain harmonious relationships with them.	_____	_____	_____	_____	_____	_____	_____
11.	Nurture or help them.	_____	_____	_____	_____	_____	_____	_____
12.	Maintain a stable environment (e.g., maintain the status quo) with them.	_____	_____	_____	_____	_____	_____	_____
13.	Exhibit "proper" manners and etiquette, regardless of how you really feel, toward them.	_____	_____	_____	_____	_____	_____	_____
14.	Be like or similar to them.	_____	_____	_____	_____	_____	_____	_____
15.	Accept awards, benefits, or recognition based only on age or position rather than merit from them.	_____	_____	_____	_____	_____	_____	_____
16.	Cooperate with them.	_____	_____	_____	_____	_____	_____	_____
17.	Communicate verbally with them.	_____	_____	_____	_____	_____	_____	_____
18.	"Save face" for them.	_____	_____	_____	_____	_____	_____	_____
19.	Follow norms established by them.	_____	_____	_____	_____	_____	_____	_____