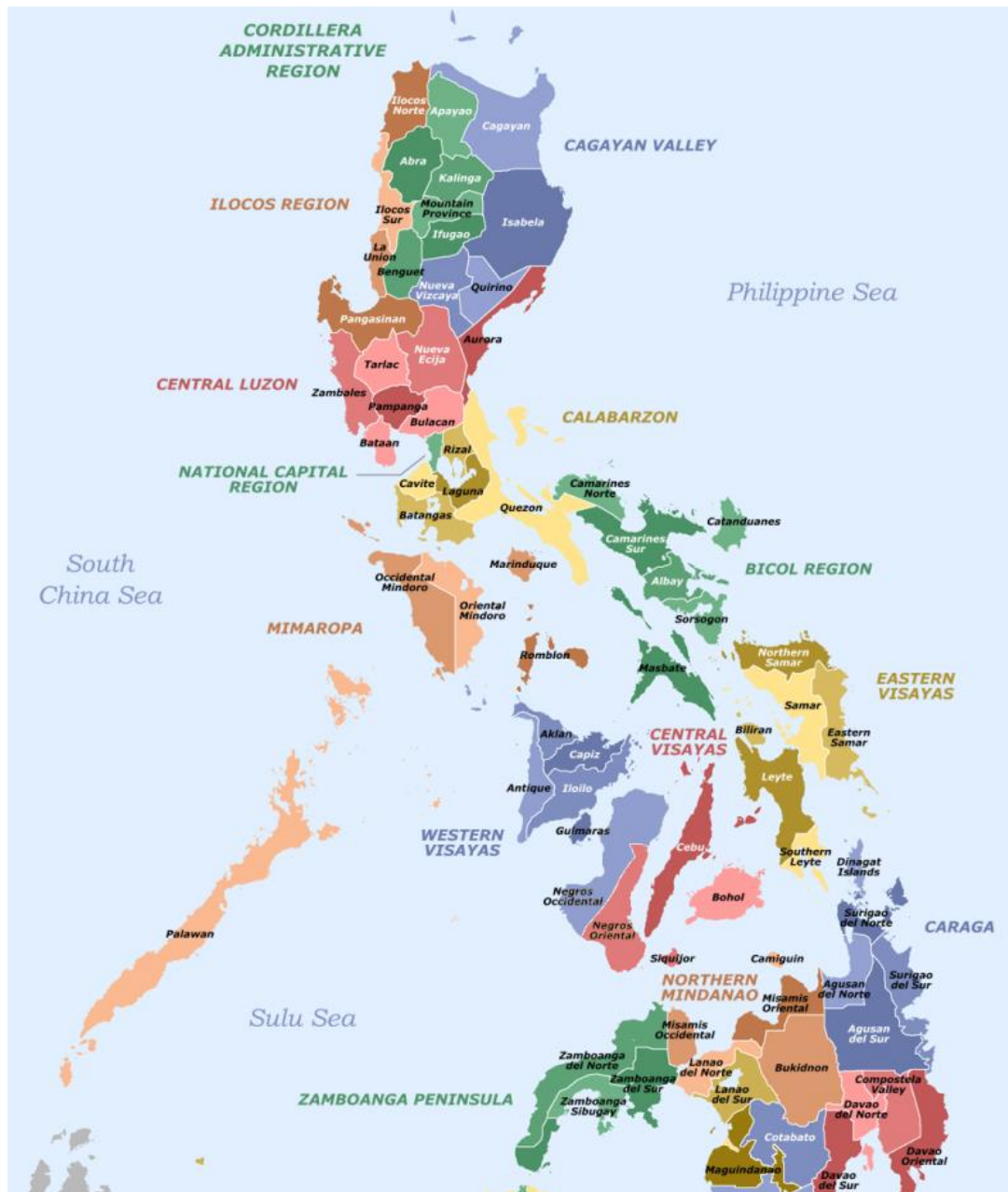# A COMPREHENSIVE STUDY OF CULTURE AND PERSONALITY IN THE PHILIPPINES

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Hofstede Insights

DEVELOPMENT OF THE PHILIPPINE DIMENSIONAL MODEL FOR NATIONAL VALUES AND QUESTIONNAIRE SURVEY

The goal of this project is to address an issue identified by the Philippine Development Plan 2017-2022: the need for inculcating values for the common good among Filipinos, which will contribute to building a strong foundation for inclusive growth, a high-trust and resilient society, and a globally competitive knowledge economy.

For this purpose, Dr. Michael Minkov, acting as a representative of Hofstede Insights, has been commissioned to develop an instrument to measure culture in the Philippine context.

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Hofstede Insights – Mediacom study with large probabilistic national samples

1. Collectivism – Individualism
2. Monumentalism - Flexibility
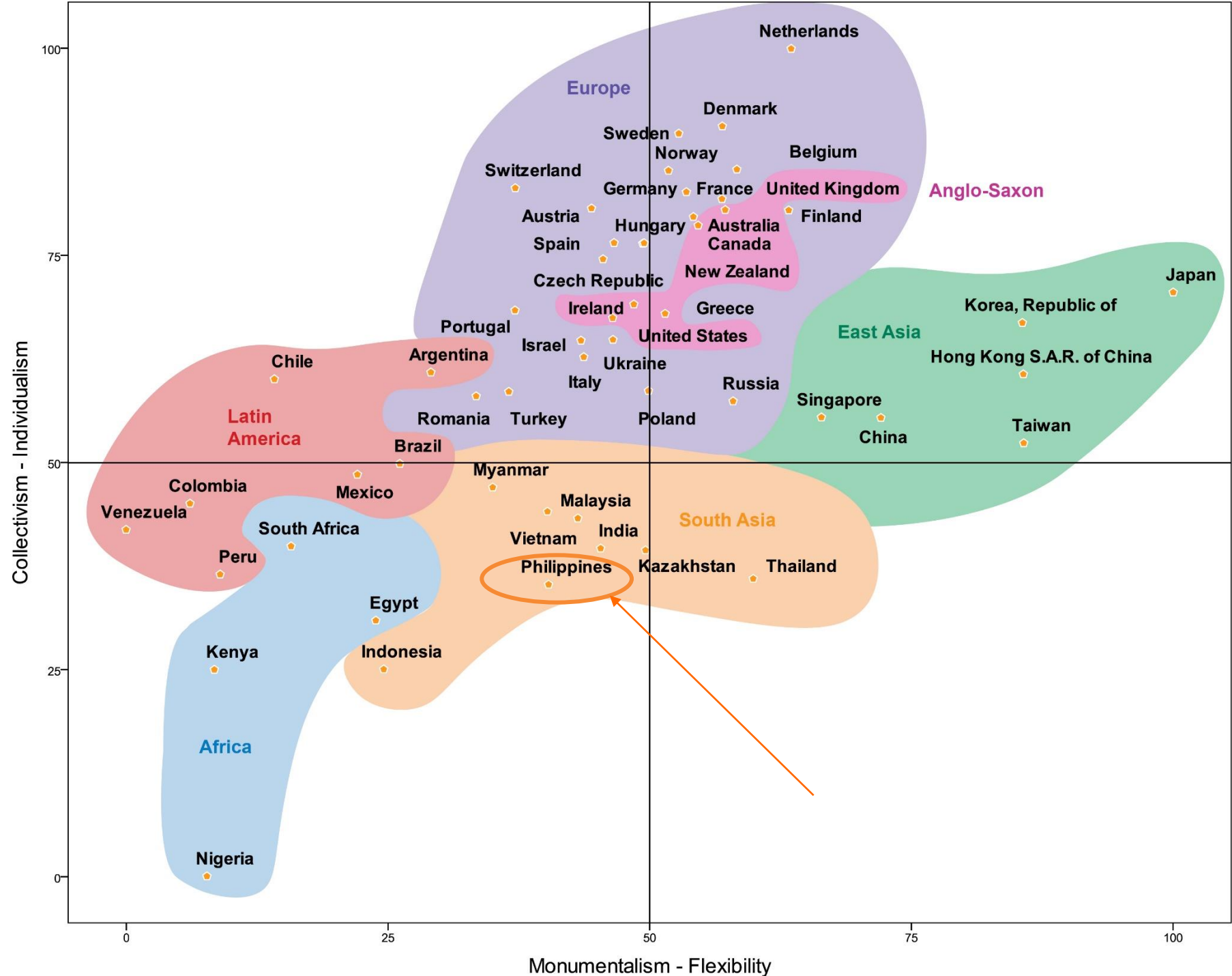
QUESTIONNAIRE DEVELOPMENT
January- March 2018

1. Draft questionnaire written on the basis of literature review;

2. Consultations with Filipino social scientists and NEDA officials;

3. Translation into Filipino;

4. Back translation into English;

5. Test of the English and Filipino versions with 25 respondents;

6. Final adjustments.

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QUESTIONNAIRE CONTENTS

- Facets (aspects) of individualism-collectivism;

- Facets (aspects) of monumentalism-flexibility;

- The Big-Five personality traits;

- Behaviors;

- Demographics.

FACETS OF COLLECTIVISM

Conformism	Being humble and submissive; Being like everybody else; Following traditional cultural rules; Expecting others to follow all rules;
Ascendancy	Wishing to achieve social status: power, wealth, fame.
Exclusionism	Differential treatment of people based on group membership: privileges for one's group, exclusion of others.

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FACETS OF MONUMENTALISM

Self-stability	Being always the same (same values, same beliefs, same behaviors, regardless of the situation); Being genuine (rather than pretending).
Self-enhancement	Having a high opinion of oneself.
Interdependence	Being generous and willing to help people and share resources with them.

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ITEM FORMAT

A3. I like to compete with people.			I hate to compete with people.	
↑	↑	← →	↑	↑
I am exactly like this.	I am somewhat like this but not quite.	I am here, in-between these two.	I am somewhat like this but not quite.	I am exactly like this.

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FINAL QUESTIONNAIRE STRUCTURE

Conformism	6 items	Total: 36 items
Ascendancy	6 items	
Exclusionism	6 items	
Self-stability	6 items	
Self-enhancement	6 items	
Interdependence	6 items	
Big Five	5 dimensions x 6 items	Total: 30 items
Behaviors	14 items	Total: 14 items
Demographics	27 items	Total: 27 items
		Altogether: 107 items

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DATA COLLECTION

- April-May 2018: a 1000 online respondents recruited by Lightspeed, 120 respondents recruited offline by PSRC.

- First half of 2019: 10,200 respondents, plus 200 indigenous, recruited offline by PSRC.

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SAMPLE STRUCTURE

• Lightspeed's sample of 1000 was probabilistic and representative of the highly educated population of the NCR, Calabarzon, Central Luzon, and Central Visayas.

• PSRC's sample of 10,200 was close to the national census (600 per region, good coverage of main ethnic groups, religions, occupations, education levels).

DATA ANALYSIS

- Factor analyses (principal components) with varimax rotation, so as to sort out the items into independent factors (dimensions of culture and personality).

LEVELS-UNITS OF ANALYSIS

1. INDIVIDUAL-LEVEL ANALYSES

    Patterns (associations between items) are sought across individuals. Correlated items are then merged into factors/dimensions. The individual dimension scores can later be aggregated to a higher level (= calculation of mean scores for ethnic groups, provinces, etc).

2. GROUP-LEVEL ANALYSES

    Each item is first aggregated (a mean score is calculated) to a group level (ethnicity, province, etc.). Only then are correlated items merged into factors/dimensions.

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INDIVIDUALISM-COLLECTIVISM FACETS

- Conformism: a strong independent dimension at the individual level

- Ascendancy: a strong independent dimension at the individual level

- Exclusionism: a strong independent dimension at the individual level, yet two items belong to an unknown dimension

ROTATED 4D SOLUTION OF THE INDIVIDUALISM-COLLECTIVISM ITEMS (pilot study)

	Component			
	1 **Conformism**	**2** **Ascendancy**	**3** **Exclusionism 1**	**4** **Exclusionism 2**
C1 I respect all rules	**.799**	.097	-.062	.096
C2 I would make people follow all rules	**.774**	.153	-.105	.130
C3 I avoid conflicts	**.728**	.017	.072	.174
C6 I value tradition	**.666**	.154	.009	.212
C4 I am very religious	**.639**	.088	.292	-.004
C5 I act like most people	**.508**	.279	.311	-.026
A2 I want fame	.109	**.777**	.037	.077
A3 I like to compete	.011	**.737**	.123	-.020
A6 I will do anything to gain admiration	.094	**.694**	.111	.169
A1 I want power	.238	**.648**	.123	-.145
A4 I feel great when praised	.268	**.552**	-.160	.393
A5 I want to be rich	.093	**.521**	.136	.346
E5 I trust people of my religion more than others	.084	.119	**.825**	.028
E4 I think gay people are a threat	-.007	.072	**.730**	-.315
E6 I am ready to help friends more than others	.035	.112	**.588**	.440
E1 I would give a job to a friend, not to the best person	.154	.155	**.538**	.442
E2 I trust friends more than other people	.126	.098	.147	**.749**
E3 I think women are as good as men as leaders	.267	.054	-.241	**.623**

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MONUMENTALISM-FLEXIBILITY FACETS

- Self-stability: a strong independent dimension at the individual level, yet one item belongs to an unknown dimension.

- Self-enhancement: a strong independent dimension at the individual level.

- Interdependence: a strong independent dimension at the individual level.

"Proud to be Filipino" and "Proud of family" associated with Interdependence as well as Self-enhancement.

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ROTATED 3D SOLUTION OF THE MONUMENTALISM-FLEXIBILITY ITEMS (pilot study)

	Component			
	1 Self-stability	**2** Interdependence	**3** Self-enhancement	**4**
SS6 I try to be true to myself	**.719**	.220	.164	-.023
SS5 My values do not change	**.715**	.146	.127	.040
SS4 I am what you see	**.661**	.142	.184	-.436
SS3 I would feel bad pretending	**.646**	.152	.125	-.045
SS2 My values guide my behavior	**.616**	.171	.202	.366
I6 I like groupwork	.493	.418	.189	.074
I2 I like to treat	.115	**.746**	.062	.072
I5 I like guests	-.026	**.688**	.107	-.086
I1 I like to help	.388	**.636**	.168	.098
I3 I am compassionate	.448	**.595**	.211	.050
I4 I make efforts to maintain good relationships	.446	**.587**	.247	.019
SE7 I am proud of being Filipino	.360	**.587**	.275	.052
SE4 I am proud of my family	.357	**.482**	.352	-.035
SE2 I have a high opinion of myself	.070	.105	**.806**	.048
SE1 I have unique qualities	.146	.114	**.702**	.157
SE3 I deserve a lot of respect	.213	.212	**.635**	.033
SE6 I am rarely ashamed	.165	.153	**.607**	-.175
SE5 I am a good example	.426	.382	**.493**	-.056
SS1 I can be quite different	.010	.059	.044	.899

THE BIG FIVE

Excellent replication with few cross-loadings:

"Honest" associated with Conscientiousness and Agreeableness;

"Like to do many things" associated with Conscientiousness and Openness;

"Joy" associated with Conscientiousness and (to a lesser degree) with Extraversion.

ROTATED 5D SOLUTION
OF THE BIG FIVE ITEMS (pilot study)

	1 Conscientiousness	2 Neuroticism	3 Openness	4 Agreeableness	5 Extraversion
Co4 I finish jobs on time	.788	-.026	.121	.155	.084
Co5 I make efforts to be excellent	.760	-.052	.208	.116	.197
Co6 I like order	.706	.062	.186	.029	.104
Co1 I arrive on time	.654	-.070	.006	.202	-.001
Co2 I think a lot before an important decision	.635	.037	.197	.161	-.019
Co3 I keep my promises	.559	.034	.210	.055	.126
Ag5 I am honest	.558	-.068	.157	.490	-.030
Ex6 I often feel joy	.515	-.179	.051	.325	.371
O5 I like to do many new things each day	.500	-.011	.472	.189	.111
Ex5 I like to be busy	.468	-.032	.350	.100	.243
N1 I worry a lot	.086	.784	.054	.009	-.011
N5 I get rattled in difficult situations.	.008	.762	-.093	-.078	-.008
N4 I am often sad	-.150	.754	.137	-.096	-.087
N6 I am afraid I will do something stupid	.037	.722	-.055	.098	.010
N3 I am often tired	-.135	.702	.081	.111	-.035
N2 I easily get angry	.066	.566	.117	-.276	.100

ROTATED 5D SOLUTION
OF THE BIG FIVE ITEMS (pilot study)

	1 Conscientiousness	2 Neuroticism	3 Openness	4 Agreeableness	5 Extraversion
O2 I love poetry	.002	.126	**.691**	.139	.106
O3 I am interested in sciences about people	.225	.044	**.640**	.059	-.060
O1 I like films and books about other countries	.243	.096	**.598**	.067	.089
O6 I like complex tasks	.320	-.095	**.590**	.174	.142
O4 I often find new solutions	.454	.012	**.506**	.192	.103
Ag4 I am nice	.292	-.010	.078	**.736**	.036
Ag3 I forgive people	.117	-.066	.060	**.707**	.166
Ag1 I trust most people	.145	-.069	.237	**.592**	.253
Ag 2 I can do big favors for friends	.208	.065	.332	**.524**	.159
Ag6 I am modest	.341	.045	.205	**.398**	-.369
Ex3 I talk a lot	.099	.032	.057	.095	**.796**
Ex4 I like parties	.043	.069	.003	.138	**.721**
Ex2 I am bold	.184	-.119	.226	.027	**.616**
Ex1 I like to meet new people	.317	-.004	.190	.261	**.491**

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PREDICTORS OF BEHAVIORS

Praying: Exclusionism, Conformism, Conscientiousness, Agreeableness.

Smoking: Ascendancy, Exclusionism (-) ???

Drinking: Self-enhancement(-), Extraversion (-), Ascendancy.

Watching films: Openness.

Watching sports: Neuroticism (-), Extraversion, Ascendancy.

Use of social media: Extraversion.

Cleaning house: Conscientiousness Interdependence.

Physical exercise: Neuroticism(-), Openness.

Traffic violations: Exclusionism, Ascendancy.

Use of beauty products: ---

OFFLINE RESULTS (pilot study)

- Factor analysis does not produce clear replications of dimensions.

- Visual inspection of a multidimensional scaling plot yields satisfactory results.

OFFLINE RESULTS
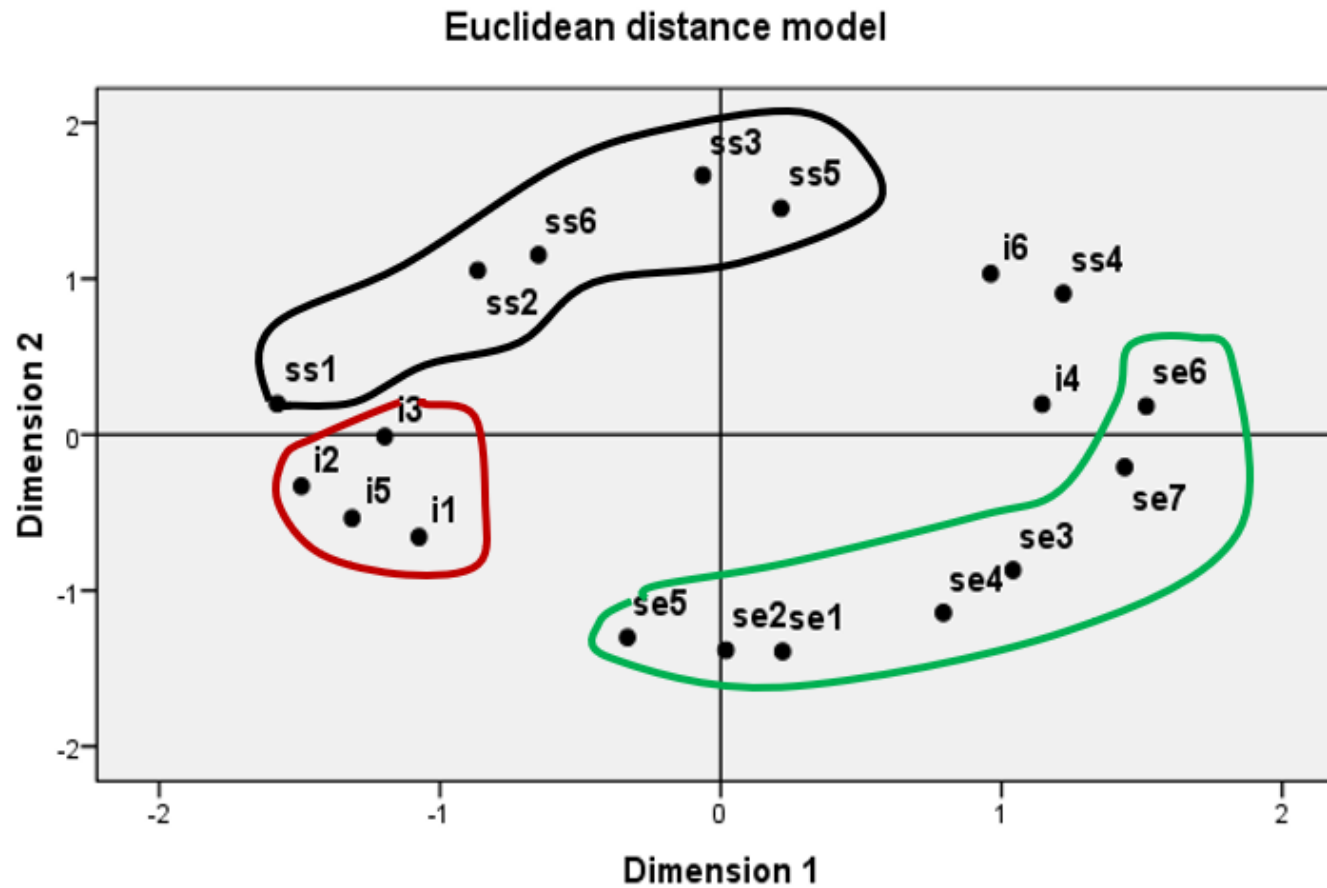# MDS Plot of Individualism-Collectivism Facets

Derived Stimulus Configuration

Euclidean distance model
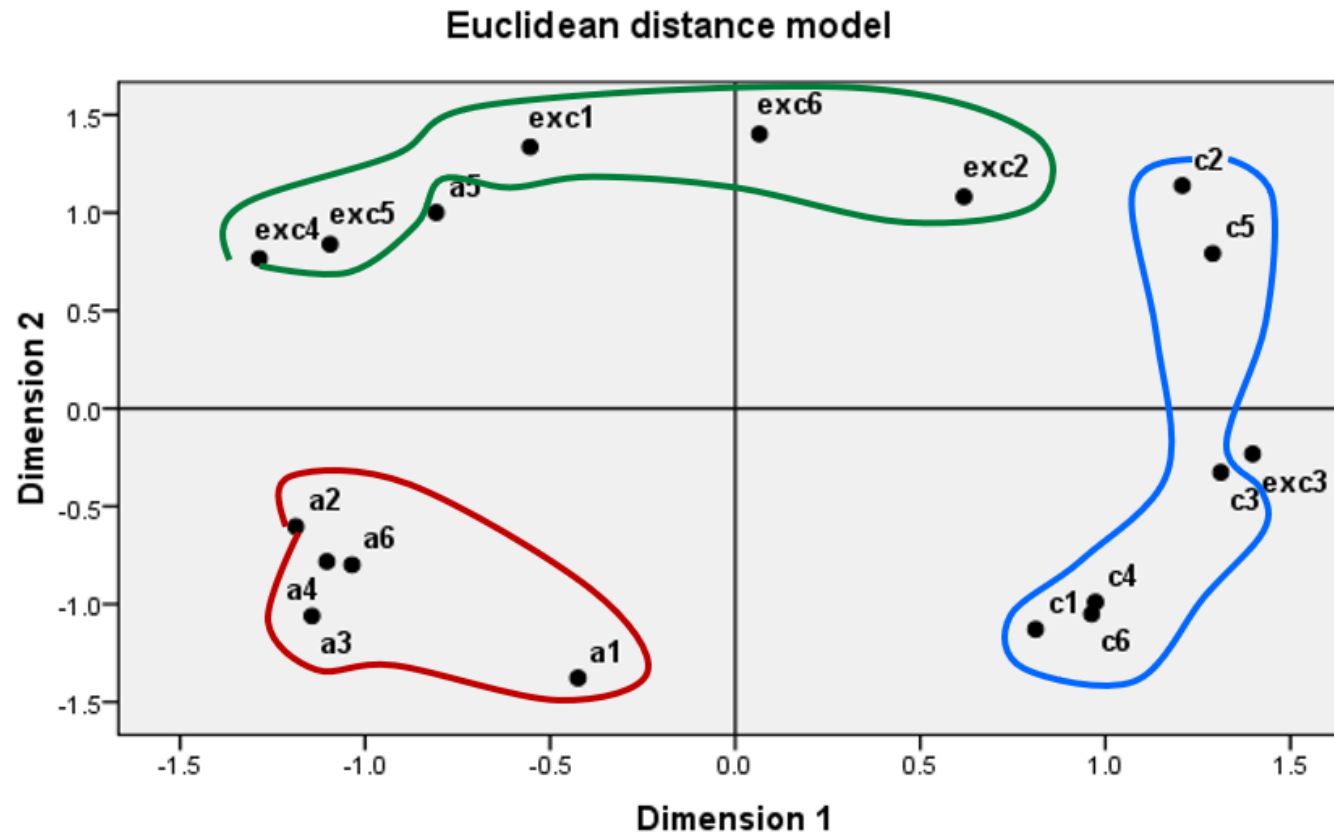
OFFLINE RESULTS
MDS Plot of Monumenatalism-Flexibility Facets

OFFLINE RESULTS MDS Plot of Big-Five
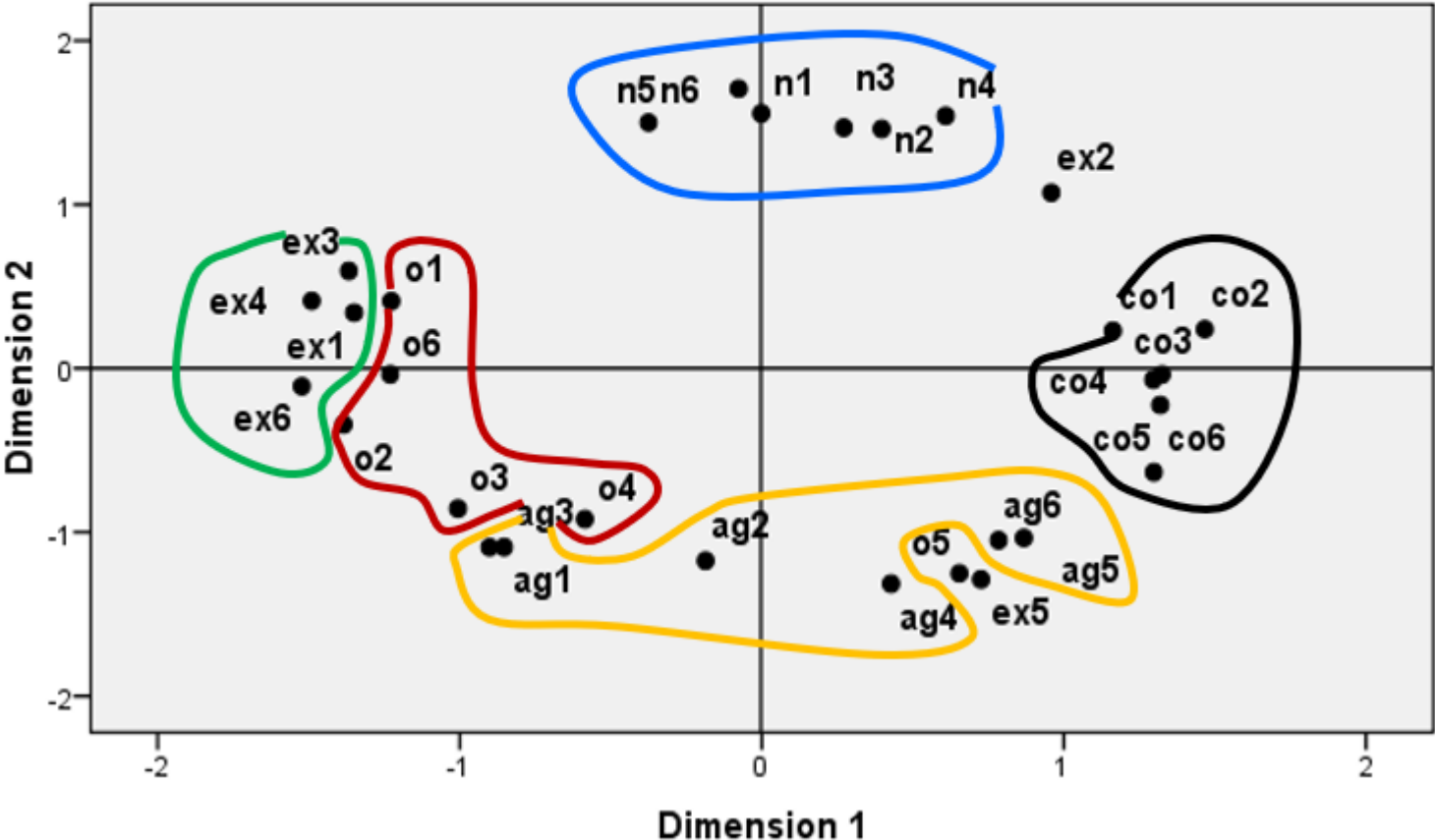
CONCLUSIONS

- The questionnaire for Filipino culture and personality is an excellent tool, in need of minor adjustments. Yet, it works better when:
    1. The respondents can see the items in writing;
    2. The respondents have some experience with self-assessments.

- Individuals make good units of analysis for the study of culture. So do administrative regions, to some extent.

- Ethno-linguistic groups and administrative provinces are not good units of analysis for the study of culture. They do not yield coherent dimensions.

THANK YOU!

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