How Might Different Cultural Worldviews Affect Collaborative Inhibition

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Introduction & Hypotheses

Introduction

- Collaborative inhibition is a phenomenon whereby a group of people who collaborate (collective group) recall less information than a group of people who individually (nominal group) recall information (Weldon & Belliger, 1997).
- Collaborative groups make fewer intrusions, or mistakes, than nominal groups (Baoen et al., 1997).
- Prior studies were conducted mostly in Western countries, which are highly individualistic (Marcus & Le, 2013).
- The current research investigated whether cultural worldviews, individualism, and collectivism, can influence collaborative inhibition and the number of intrusions made.

Hypotheses

1) Words recalled by ING > ICG
2) Intrusions made in ING > ICG
3) Words recalled by CNG > ICG
4) Intrusions made in CNG < CCG

Method

Participants

- 90 Linfield College students currently enrolled in psychology, business, or communication courses were recruited.
- 26 participants were removed because either they did not complete the study or their response on the IC Measure were unable to categorize.
- Females: 71; Males: 19
- The ethnicity of participants was: Caucasian (65.6%); African-American (2.2%); Hispanic/Latino (13.3%); Asian (17.8%); Native American (1.1%)
- Mean age was 19.61 (SD = 2.09)

Procedures

1. Pre-screen
   - Participants completed Individualism-Collectivism (IC) Measure (Triandis et al., 1986) online via Survey Monkey.
   - 7-items Collectivist scale (C scale; α = .73; 1 = strongly disagree to 6 = strongly agree).
   - e.g. “I would help within my means, if a relative told me that s/he is in financial difficulty”
   - 10-items Individualistic scale (I scale; α = .73; 1 = strongly disagree to 6 = strongly agree).
   - e.g. “The most important thing in my life is to make myself happy”
   - Participants were categorized into Collective or Individualistic group, based on their highest z-scores (at least .10 apart).
   - Within group, they were randomly assigned into collaborative dyads or nominal dyads.

2. Experiment
   - Collaborative dyads were allowed to interact during the experiment, whereas Nominal dyads were not allowed to interact.
   - During the experiment, dyads:
     1. Memorized a total of 90 words (15 words across 6 categories) within 3 minutes.
     2. Played a word finding game for 3 minutes.
     3. Recalled as many memorized words as possible. Recall was ended if dyads indicated they were finished.
     4. Completed a manipulation check and were debriefed.

3. Experimental Reanalysis
   - Given the poor reliability of the C scale, groups were reconfigured using only the z-scores on I scale (z-scores on I scale < .09 = Collectivism; z-scores on I scale > .09 = Individualism).

Results

- There was a main effect of group types on intrusions and a significant interaction between group types and cultural worldviews on words recalled (see Table 1).
- The main effect of words recalled was qualified by significant interaction as shown in Fig.1.
- Contrary to the hypotheses, ICG recalled more words than ING; whereby CCG recalled fewer words than CNG (see Fig.2).
- The main effect of words recalled was qualified by significant interaction as shown in Fig.1.

<table>
<thead>
<tr>
<th>Cultural Worldviews</th>
<th>Collaborative</th>
<th>Nominal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collectivistic</td>
<td>N = 19</td>
<td>N = 17</td>
</tr>
<tr>
<td>(CCG)</td>
<td>(CCG + 1; ICG = 10)</td>
<td>(CCG + 8; ICG = 9)</td>
</tr>
<tr>
<td>Individualistic</td>
<td>N = 15</td>
<td>N = 15</td>
</tr>
<tr>
<td>(ICG)</td>
<td>(ICG + 7; ING = 8)</td>
<td>(ICG + 6; ING = 9)</td>
</tr>
</tbody>
</table>

- 2 dyads were dropped as their categorizations were no longer met.
- 1 individual was dropped as their categorizations were no longer met.

Discussion

- Intrusions. Collaborative dyads made fewer intrusions, or mistakes, than nominal dyads may be because:
  - people in collaborative groups have the tendency to correct each other’s mistakes than make fewer intrusions than nominal group (Hyman et al., 2013).
- Words Recalled. Hypothesis 1 and 3 were made because collectivists tend to be cooperative in group tasks; whereas individualists tend to focus more on personal achievement (Koch & Koch, 2007).
- Hence, it was expected that collectivists would engage positively in CCG and performed better than CNG.
- Individualists in ICG was expected to do poorer than ING as a result of negative engagement during the group recall.
- However, results contradicted the hypotheses. This may be due to:
  1. Collaborative inhibition may be influenced by different cultural motivations
     - Collectivists in CCG may have been motivated to recall fewer words than the other participants, so that they do not offend people, thus “saving face” motivation.
     - Individualists may have been motivated to complete the task, hence they try to recall as many words as possible.
  2. Strategy used by collectivists and individualists in dealing with strangers may affect collaborative inhibition
     - Collectivists tend to use passive approach when meeting with strangers; whereas Individualists tend to use active approach in interacting with strangers (Triandis, 2003).
     - As a result of active engagement, ICG may develop a similar retrieval strategy, hence minimized the effect of collaborative inhibition and recalled more words than ING; in contrast to ICG, CCG fail to develop a similar retrieval strategy, therefore affected by collaborative inhibition and recalled fewer words than CNG.
- Future research should examine on:
  - If friends can influence the performances of ICG and CCG.
  - The influences of congruency between cultural and individual contexts on collaborative inhibition.