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Bibliometric analysis of individualism-collectivism

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ABSTRACT

The cultural dimension of individualism-collectivism has been understood as one of the determining factors of individual psychological aspects. Research on the cultural dimensions of individualism-collectivism has been widely conducted. However, no research has been conducted on this cultural dimension using bibliometric analysis. This study employs a bibliometric research design. This study concludes that the United States (country data), The Hong Kong Polytechnic University (institution data), Gavreliuc, Alin and Vignoles, Vivian L (author data), and collectivism (keyword data) are the most influential data in the development of research on individualism-collectivism published in the Scopus database. We also found that several keywords are not connected, reflecting a research gap in the context of individualism-collectivism.

Keywords: bibliometric analysis; collectivism; individualism; scopus

priviet lab.
RESEARCH & PUBLISHING



1. INTRODUCTION

The cultural dimension of individualism-collectivism has been understood as a determining factor in an individual's psychological wellbeing. Several studies have shown that this cultural dimension impacts how individuals feel, think, and behave. [Larsen and Buss \(2018\)](#) stated that individualism-collectivism influences individual behavior in dealing with or adapting to the environment. Individualism-collectivism is also related to how individuals regulate their emotions ([Klein et al., 2024](#)). Furthermore, individualism-collectivism has been shown to contribute to emotional intelligence and academic achievement ([Costa & Faria, 2024](#)), as well as a person's career decision-making style ([Hidayat et al., 2025](#)). Furthermore, individualism-collectivism is known to cause differences in parenting patterns in society ([Wiswanti et al., 2020](#)).

Individualism and collectivism are rooted in Geert Hofstede's research on work cultures in various countries ([Hofstede, 1980](#)). [Hofstede \(1980\)](#) described individualism and collectivism as a continuum of individual perceptions regarding whether individuals are independent entities or part of existing social groups. [Triandis \(1995\)](#) further explained that individualism emphasizes individual autonomy, individual rights, and individual achievement. In contrast, collectivism emphasizes harmony within the group, group identity, and prioritizing group interests over personal interests.

The development of contemporary cultural studies suggests that individualism and collectivism are no longer understood as strict dichotomies. [Chen and Unal \(2023\)](#) argue that individualism and collectivism represent two dimensions that can coexist simultaneously and generate various cultural configurations. As a result, individuals and societies may express both individualistic and collectivistic orientations to varying degrees simultaneously. Research on individualism-collectivism has indicated that modernization contributes to shifts in cultural values. A study by [Rahmatia et al. \(2024\)](#) demonstrated that globalization and technological advancement have encouraged Generation Z in Indonesia to adopt more individualistic tendencies, which may gradually transform collectivistic values within social life.

Many researchers have examined the cultural dimensions of individualism and collectivism. However, no research has been conducted on these cultural dimensions using bibliometric analysis in the Scopus database. Based on a search conducted in early October 2025 in the Scopus database using the keywords "individualism collectivism" OR "individualism-collectivism" OR "individualism and collectivism" OR "cultural orientation" OR "self-construal" OR "independence-interdependence" AND "bibliometric analysis," using a "Document Type" of "Article," and sorting articles within the years 2010-2025, we found no research publications on individualism and collectivism using a bibliometric analysis research design. Research using a bibliometric analysis design is important because the findings of this design can provide an overview of research trends, significant research publications, collaborations between researchers, and research metadata on the topic of individualism and collectivism, which can then provide important information for future researchers to conduct research relevant to the topic of individualism and collectivism.

We believe that research using a bibliometric analysis design on the topic of individualism-collectivism is necessary. Therefore, we are interested in conducting this research. This study aims to reveal scientific publications on individualism-collectivism by focusing on publication trends, keyword trends, countries, institutions, and influential researchers in the past 10 years. The results of this study are expected to explain the development of research on individualism-collectivism over the past 10 years and provide recommendations for an overview of further relevant research topics on individualism-collectivism.

2. METHOD

This study used a bibliometric research design. Bibliometric research was used to analyze publications that help researchers identify research trends in a particular research topic ([Zyoud et al., 2018](#)). The bibliometric analysis in this study was conducted on the Scopus database. We followed the five stages of bibliometric research proposed by [Dewi et al. \(2021\)](#) in conducting this research, namely: 1) keyword

research or determining keywords, 2) initial search reduction, 3) reduction of the total initial search, 4) compilation of initial statistical figures, and then 5) data interpretation in an analytical narrative.

We conducted a keyword research stage using the keywords "individualism collectivism" OR "individualism-collectivism" OR "individualism and collectivism". Next, the second stage was carried out by We by sorting through scientific publication articles that matched the keywords published between 2016 and 2025. We then conducted a total reduction stage for the initial search using the VOSViewer application. In this stage, we determined the upper threshold for the meta data that we examined according to needs. The fourth stage was carried out by us by compiling data visualization images obtained from the analysis using VOSViewer. Finally, we interpreted the data by providing a comprehensive explanation of the research findings that we obtained.

3. RESULT

We conducted a bibliometric analysis of individualism-collectivism in the Scopus database. We conducted this research on searching within article title, abstract, and keywords (Search within: Article title, Abstract, Keywords) and the keywords used by us to limit the search scope were "individualism collectivism" OR "individualism-collectivism" OR "individualism and collectivism". Then, the publication timeframe that we set was from 2016 to 2025. We also limited the publication subject area, namely only in the areas of Psychology, Social Sciences, and Arts and Humanities and (Subject Area Limited to Social Sciences, Psychology, and Arts and Humanities) and only publications in the form of journal articles (Document Type Limited to Article) and conference papers (Document Type Limited to Conference paper) were then analyzed. Additionally, we did not imposed any language filters on the articles and conference papers that would be analyzed later. Based on our search conducted on October 9, 2025, it was found that there were 699 publications captured. The number of publications per year can be seen in [Table 1](#).

Table 1. Number of Individualism-Collectivism Publications per Year

Number	Year of Publication	Number of Publications	Percentage
1	2026	1	0,14%
2	2025	71	10,16%
3	2024	94	13,45%
4	2023	94	13,45%
5	2022	73	10,44%
6	2021	79	11,3%
7	2020	53	7,58%
8	2019	64	9,16%
9	2018	65	9,3%
10	2017	47	6,72%
11	2016	58	8,3%
	Total	699	100%

3.1. Countries

We used a threshold, a minimum number of documents from a country. We set a minimum of five documents for the threshold. Based on metadata analysis using this threshold, 65 of the 112 countries met the threshold.

The United States is the country with the highest total link strength (560 total link strengths, 5,522 citations, and 219 documents). China is in second place (431 total link strengths, 2,590 citations, and 131 documents). Turkey is the country with the third highest total link strength with 404 total link strengths (1,531 citations and 40 documents).

The 65 countries that exceeded the threshold were then divided into three clusters. The first cluster contained 27 countries, namely Argentina, Austria, Brazil, Canada, Chile, Croatia, Cech Republic, France, Georgia, Ghana, Greece, Hungary, Iceland, Ireland, Lithuania, Luxembourg, Malaysia, Mexico, Nigeria, Norway, Pakistan, Portugal, Romania, Serbia, Slovakia, Switzerland, and Taiwan. The second cluster

contained 24 countries. That cluster consisted of Australia, Belgium, Bulgaria, Denmark, Egypt, Estonia, Finland, Germany, India, Indonesia, Iran, Israel, Japan, Kazakhstan, Netherlands, New Zealand, Peru, Poland, Russian Federation, Singapore, South Africa, Spain, Turkey, and Ukraine. The last cluster, the third cluster, only consisted of 14 countries. Those 14 countries were China, Colombia, Hong Kong, Italy, Jordan, Macao, Philippines, Saudi Arabia, South Africa, Sweden, Thailand, United Arab Emirates, United Kingdom, and United States. The results of the country bibliographic analysis are depicted in the network visualization in [Figure 1](#).

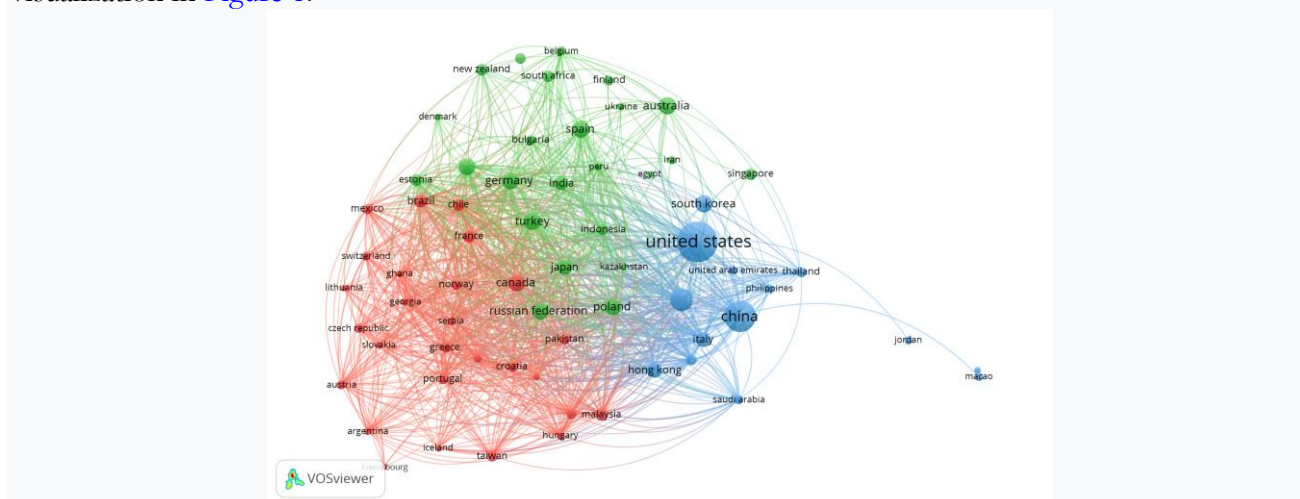


Figure 1. Countries Network Visualization

Indonesia was in the second cluster. Indonesia had 20 documents and some of them were connected to The United States, China, or Turkey. Those 20 documents were “Intensive Parenting of Mothers in 11 Countries Differing in Individualism, Income Inequality, and Social Mobility” ([Lubiewska et al., 2025](#)), “Love Beyond East and West: How Cultural Models of Selfhood Predict Frequency of Being In Love” ([Okvitawanli et al., 2025](#)), “Victims of Conspiracies? An Examination of the Relationship Between Conspiracy Beliefs and Dispositional Individual Victimhood” ([Toribio-Flórez et al., 2025](#)), “Cross-Cultural Perceptions of Police Interview Techniques: A Comparative Study of Indonesian and Dutch Respondents” ([Tekin et al., 2025](#)), “Democratisation and the Labour Struggle: Trade Union Dynamics in Malaysian Borneo and Indonesian Borneo” ([Annuar, 2024](#)), “Sustainable Human Resource Management and Job Satisfaction—Unlocking The Power of Organizational Identification: A Cross-Cultural Perspective from 54 Countries” ([Wojtczuk-Turek et al., 2024](#)), “Variable- and Person-Centred Meta-Re-Analyses of University Students' Learning Strategies from A Cross-Cultural Perspective” ([Shum et al., 2024](#)), “Analyzing The Factors That Affect The Amount of Plastic Waste” ([Purwanegara et al., 2023](#)), “Asian Students' Cultural Orientation and Computer Self-Efficacy Significantly Related to Online Inquiry-Based Learning Outcomes on the Go-Lab Platform” ([Chen et al., 2023](#)), “Towards Eco-Systemic Living: Learning with Indigenous Leaders in Africa and Indonesia Through A Community of Practice: Implications For Climate Change And Pandemics” ([McIntyre-Mills et al., 2023](#)), “Introduction to a Culturally Sensitive Measure of Well-Being: Combining Life Satisfaction and Interdependent Happiness Across 49 Different Cultures” ([Krys et al., 2023](#)), ““Instant enemies” and “Instant allies” in the U.S. and Taiwan: a LIWC analysis” ([Cheng et al., 2023](#)), “Loneliness and Vertical and Horizontal Collectivism and Individualism: A Multinational Study” ([Schermer et al., 2023](#)), “Intentions to be Vaccinated Against COVID-19: The Role of Prosociality and Conspiracy Beliefs across 20 Countries” ([Enea et al., 2023](#)), “Group-Based Shame, Guilt, and Regret Across Cultures” ([De Groot et al., 2021](#)), “Predictors of anxiety in the COVID-19 pandemic from a global perspective: Data from 23 countries” ([Burkova et al., 2021](#)), “Subjectivity in Incentive Schemes, Cognitive Orientations and Counterproductive Knowledge Behavior: An Experimental Study” ([Mursita & Almilia, 2021](#)), “Cross-Cultural Similarities and Differences in Motives to Forgive: A Comparison Between and Within Cultures” ([Huwaë & Schaafsma, 2019](#)), “An International Study of Culture, Gender, and Moral Ideology on Sales Ethics Evaluations: How Should

Educators Respond?” (Lee et al., 2018), and “Motives to (Not) Forgive Deviant Group Members: A Comparison Within and Between Cultures” (Huwaë & Schaafsma, 2018). These findings indicate that Indonesia played a role in the development of science and research on individualism and collectivism through research conducted by researchers and institutions from Indonesia in collaboration with researchers from other countries.

3.2. Institutions

The threshold used by us was the minimum number of documents from an institution used to analyze institutional metadata. We set a minimum of five documents for each institution. Based on the analysis using this threshold, 60 of the 1,291 institutions met the threshold.

We then ranked the 60 institutions that met the threshold based on their total link strength scores. The Hong Kong Polytechnic University had the highest total link strength score, with 96 total link strength scores, 595 citations, and 11 documents. The University of Ghana had the second-highest total link strength score, with 93 total link strength scores, 549 citations, and 7 documents. Universitatea De Vest Din Timisoara came in third with 89 total link strength scores, 520 citations, and 6 documents.

Using the threshold defined by the researchers, seven distinct clusters were delineated to describe the interconnections among 60 institutions. The largest cluster encompasses 17 institutions, followed by a second cluster comprising 16 institutions and a third cluster including 14 institutions. In contrast, the remaining clusters are smaller in size, with the fourth cluster consisting of six institutions, the fifth comprising four institutions, the sixth including two institutions, and the seventh forming the smallest cluster with only one institution. The results of the institutional bibliographic analysis are depicted in the network visualization in Figure 2.



Figure 2. Institutions Network Visualization

3.3. Authors

We analyzed author metadata using two thresholds: a minimum number of documents and a minimum number of citations per author. Furthermore, the thresholds used were a minimum of three documents and a minimum of 20 citations per author. Based on these thresholds, 105 of the 2,529 authors met the thresholds.

The analysis results showed that the 105 authors who exceeded the threshold were then divided into 14 clusters. Gavreliuc, Alin, and Vignoles, Vivian L. were the authors with the highest total link strength scores, each with 178 total network strength scores, 520 citations, and 6 documents. Both authors wrote the same 6 documents, namely journal articles entitled "Beyond The 'East-West' Dichotomy: Global Variation in Cultural Models of Selfhood" (Vignoles et al., 2016), "Nation-Level Moderators of The Extent to Which Self-Efficacy and Relationship Harmony Predict Students' Depression and Life Satisfaction: Evidence from 10 Cultures" (Smith et al., 2016), "Being Oneself through Time: Bases of Self-Continuity across 55 Cultures" (Becker et al., 2018), "Family First: Evidence of Consistency and Variation in The Value of Family versus Personal Happiness across 49 Different Cultures" (Krys et al., 2023), "Introduction to A Culturally Sensitive Measure of Well-Being: Combining Life Satisfaction and Interdependent

Happiness across 49 Different Cultures” (Krys et al., 2023), and "Love Beyond East and West: How Cultural Models of Selfhood Predict the Frequency of Being in Love" (Okvitawanli et al., 2025).

"Beyond The 'East-West' Dichotomy: Global Variation in Cultural Models of Selfhood" (Vignoles et al., 2016) found that different cultural groups place varying emphasis on independence and social connectedness, influenced by their individualism–collectivism orientation, a country’s level of socioeconomic development, and religious background. "Nation-Level Moderators of The Extent to Which Self-Efficacy and Relationship Harmony Predict Students' Depression and Life Satisfaction: Evidence from 10 Cultures" (Smith et al., 2016) indicated that different cultural groups have varying emphases on independence and social connectedness, influenced by individualism–collectivism orientation, a country's level of socioeconomic development, and religious background. This seven-dimensional model provides a more comprehensive framework for future research to more precisely examine how cultural models of the self-influence psychological processes in various ecocultural contexts. "Being Oneself through Time: Bases of Self-Continuity across 55 Cultures” (Becker et al., 2018), “Family First: Evidence of Consistency and Variation in The Value of Family versus Personal Happiness across 49 Different Cultures” (Krys et al., 2023) also found that perceptions of stability, narrative coherence, and connectedness to past experiences each contribute to how individuals construct a sense of self-continuity across different facets of identity. The formation of self-continuity is shaped by both cultural and individual differences in beliefs regarding the malleability versus the fixedness of the self. Together, these findings suggest that motivations to maintain self-continuity are flexible and can be adapted to different cultural contexts. “Introduction to A Culturally Sensitive Measure of Well-Being: Combining Life Satisfaction and Interdependent Happiness across 49 Different Cultures” (Krys et al., 2023) demonstrates that cultural contexts differ in how they idealize the two forms of well-being, reflecting underlying variations in self-construal. Moreover, the findings suggest that evaluations of well-being that rely exclusively on life satisfaction may fail to capture the interdependent dimensions of happiness. The last, "Love Beyond East and West: How Cultural Models of Selfhood Predict the Frequency of Being in Love" (Okvitawanli et al., 2025) shows us that the results of this study help clarify the debate surrounding the influence of individualism versus collectivism on experiences of love, highlighting that the greater emphasis on self-expression in more individualistic or modern societies is associated with a higher frequency of falling in love.

The author with the next highest total link strength score is Bond, Michael Harris with 175 total network strength scores, 513 citations, and 6 documents. Of these six documents, there are five journal articles co-authored with Gavreliuc, Alin and Vignoles, Vivian L., namely journal articles; entitled “Beyond The 'East-West' Dichotomy: Global Variation in Cultural Models of Selfhood” (Vignoles et al., 2016), “Being Oneself through Time: Bases of Self-Continuity across 55 Cultures” (Becker et al., 2018), “Family First: Evidence of Consistency and Variation in The Value of Family versus Personal Happiness across 49 Different Cultures” (Krys et al., 2023), "Introduction to A Culturally Sensitive Measure of Well-Being: Combining Life Satisfaction and Interdependent Happiness across 49 Different Cultures" (Krys et al., 2023), and "Love Beyond East and West : How Cultural Models of Selfhood Predict the Frequency of Being in Love" (Okvitawanli et al., 2025). Then another journal article written by Bond, Michael Harris, namely "Get Up, Stand Up, Stand Up for Your Rights!" The Jamaicanization of Youth across 11 Countries through Reggae Music?" (Ferguson et al., 2016). The findings of this study provide evidence for long-distance acculturation of values through exposure to reggae music across different countries, a phenomenon often referred to as “Jamaicanization.” This effect appears to be more pronounced in societies that are culturally and geographically closer to Jamaica. The results of the author's bibliographic analysis are depicted in the network visualization in Figure 3.

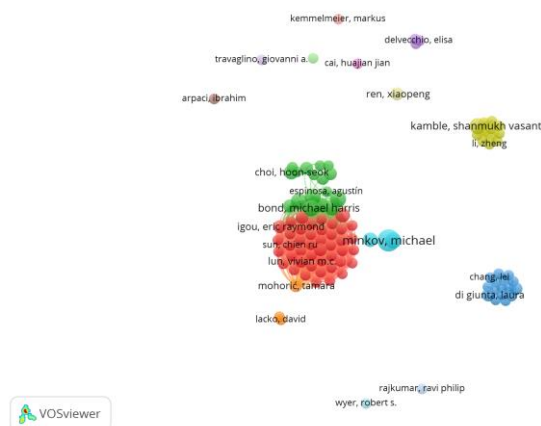


Figure 3. Authors Network Visualization

3.4. Keywords

We set a co-occurrence threshold of five for each keyword to analyze keyword metadata. Based on the analysis using this threshold, 54 of the 2,160 keywords met the threshold. These 54 keywords were then divided into eight clusters, with the largest cluster, the first cluster, consisting of 15 keywords.

Collectivism was the keyword with the highest total link strength (208 total link strength and 130 occurrences). Individualism came in second with 205 total link strength and 130 occurrences. Culture was the third-highest keyword with 154 total link strength and 119 occurrences. The author's keyword network visualization can be seen in Figure 4.

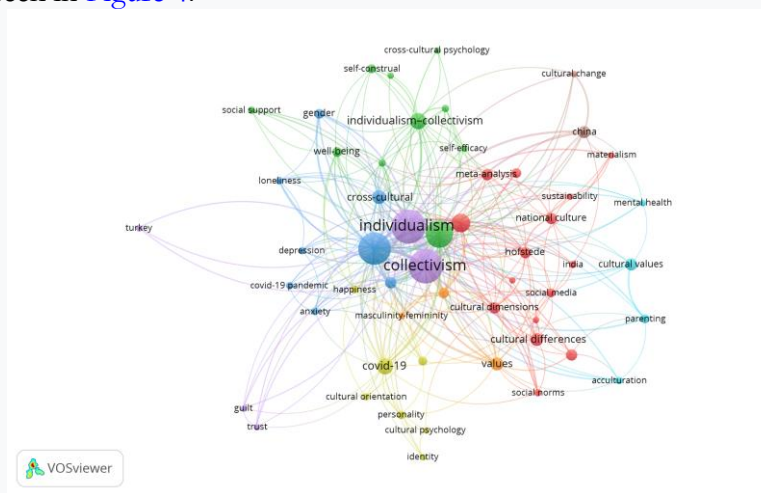


Figure 4. Authors' Keywords Network Visualization

The results of the bibliographic analysis of the author's keywords indicate that several of the author's keywords have been researched recently. The overlay visualization, which can be seen in Figure 5, shows that parenting, COVID-19, cultural dimensions, cultural differences, cultural psychology, trust, cultural orientation, happiness, well-being, loneliness, the COVID-19 pandemic, higher education, self-construal, and life satisfaction are the latest researchers' keywords in the research field related to individualism-collectivism. The results of the analysis also show that there are researchers' keywords that are not yet connected to other researchers' keywords, such as trust and social norms as well as gender and guild. These various unconnected researchers' keywords can be interesting research topics to be uncovered and explored further by future researchers. See Figure 5

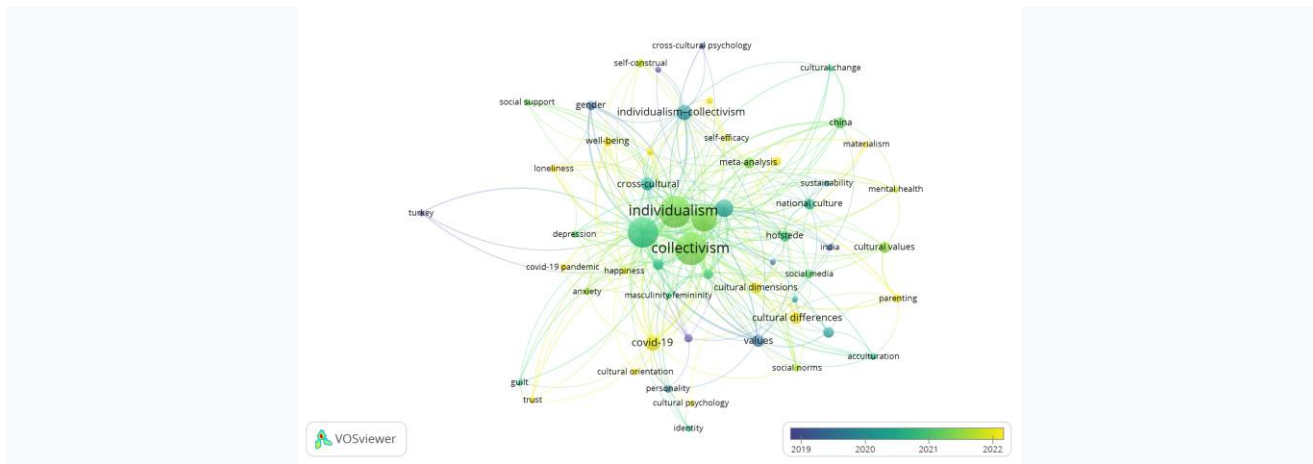


Figure 5. Authors' Keywords Overlay Visualization

4. DISCUSSION

This study aims to reveal scientific publications on individualism-collectivism by focusing on publication trends, keyword trends, countries, institutions, and influential researchers over the past 15 years. We used the keywords "individualism collectivism" OR "individualism-collectivism" OR "individualism and collectivism" and the Scopus database. We then analyzed data on countries, institutions, authors, and keywords obtained from these keywords.

We analyzed country data and found that 65 countries produced at least five scientific publications on individualism-collectivism in the Scopus database. These 65 countries were then divided into three clusters. The United States had the highest total link strength, followed by China and Turkey. Indonesia played a role in the development of science and research on individualism and collectivism through research conducted by researchers and institutions from Indonesia in collaboration with researchers from other countries.

Our institutional analysis found that 60 institutions had at least five published documents. The Hong Kong Polytechnic University had the highest total link strength score. The University of Ghana and Universitatea De Vest Din Timisoara came in second and third place, respectively.

The analysis of our data showed that 105 authors exceeded the established threshold of at least three documents and at least 20 citations per author. These 105 authors were divided into 14 clusters. The analysis revealed that Gavreliuc, Alin, and Vignoles, along with Vivian L., had the highest total link strength.

We also analyzed keyword data by applying a threshold of five co-occurrences for each keyword. I found 54 keywords that exceeded the threshold, and these keywords were divided into eight clusters. Collectivism, individualism, and culture were the top three keywords with the highest total link strength, including the highest number of occurrences. The analysis also found that parenting, COVID-19, cultural dimensions, cultural differences, cultural psychology, trust, cultural orientation, happiness, well-being, loneliness, the COVID-19 pandemic, higher education, self-construal, and life satisfaction were the most frequently researched keywords recently. Furthermore, we also found that several keywords were not yet connected to other keywords, such as trust and social norms, as well as gender and guilds. These findings indicate that there are still interesting research gaps that deserve further investigation in the future.

5. CONCLUSION

This study concludes that the United States (country data), The Hong Kong Polytechnic University (institution data), Gavreliuc, Alin and Vignoles, Vivian L (author data), and collectivism (keyword data) are the most influential data in the development of research on individualism-collectivism published in the

Scopus database. We also found that there are still several keywords that are not connected to each other, which reflects the existence of a research gap in the context of individualism-collectivism.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

Not Applicable

Disclosure Statement

The Authors declare that they have no conflict of interest

Data Availability Statement

The data presented in this study are available upon request from the corresponding author for privacy.

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Notes on Contributors

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