

Self-Construals on Tightness and Looseness Culture

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Abstract

It is found that the concepts of interdependence and independence expressed in the measurement of self-construals may vary with cultural patterns, which also affects the strength of social norm. Therefore, in this study, we mainly focused on exploring the effect of social norm on self-construals. Participants who grew up in Taiwan were asked to complete the questionnaire of tightness and looseness attitude regarding daily life and to proceed the of norm violation task. As a result, we concluded that cultural pattern of tightness or looseness is related to the strength of social norm. Interestingly the finding indicated that strong norm would relate to detecting greater freedom, which leads to higher creativity. In addition, the perception of the tightness of culture would be more related to interdependent self-construal and nation identification.