

Abstract

Since Markus and Kitayama (1991), interdependent and independent self-construals have become key constructs in cultural psychology. However, attempts to demonstrate predicted cultural differences in interdependent self-construal using self-report measurements mostly failed. The purpose of this study is to demonstrate that the inability of self-report measures to detect the expected cultural differences stems from the fact that these measures failed to separate two distinct aspects of interdependence, which we conceptualize as harmony seeking and avoidance of rejection. We constructed new self-report scales measuring these two facets of interdependence, and examined US-Japan cultural differences for each facet. The results revealed that Japanese responders, compared to the Americans, scored higher on avoidance of rejection, but not on harmony seeking.

Keywords: culture, interdependence, self-report measure