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Psychology Gazzaniga maintains that, collectivism is defined as that practice or theory that normally makes some sorts of group as opposed to individual fundamental unit of social, philosophical, economical and political. Usually collectivists insist on associations or groups must supersede the claims issued by an individual. A good example of collectivism is in Asia especially in the Chinese culture. The Chinese culture normally view companies with philosophy that is less collective as cold and one which is not supportive at all. Further, in China it is observed that it is out of question to disagree with an individual opinion in public. This only happens in a personal or private atmosphere to protect the individual from “ loss of face” (Gazzaniga, 2010).   
According to Gazzaniga (2010), individualism is the opposite of collectivism. Individualism is usually can be defined into two concepts namely: ethical-political and ethical psychological. Based on the ethical-psychological concept, individualism indicate that human beings should think as well as judge independently respecting the fact nothing is considered to be more sovereignty of his thinking, on the other hand, ethical-political indicate that individualism should uphold the supremacy displayed on individual rights. A good example of individualism is observed in USA cultures where people normally think of themselves as individuals as opposed to groups (Gazzaniga, 2010).   
Aidman, E et al (2002) asserts that, with today rapid growth in technology, it is quite evident that social psychologists are constantly using technologies in their research. For instance, social psychologists have resulted into using computational modeling whereby they stimulate a particular behavior through the use of a computer. Computational modeling is a tool that is largely used in cognitive psychology as well as mathematical psychology by social psychologists. The use of this technology enables this group of psychologists to visualize hypothesis about human mind which cannot be observed directly (Leichsenring and Leibing, 2003).   
It is quite evident that there are several ways in which cultural beliefs about self group relationship shape self concept. According to Aidman et al. (2002), belief that usually emanates from our different cultures plays a great role in shaping the way we think especially in shaping our self concept. Self concept is the ideal way we think about and evaluate ourselves. From this definition, there is an indication that the various cultural beliefs about self group relationship learned since childhood leads to the realization of self concept within our innermost feelings. Further, it is quite evident that self concept is often shaped through comparing ones cultural beliefs in relation to self group relationships (Steve, 2009).   
Deliberate thinking is a very important aspect as it assists us makes sense of past events. Steve (2009) maintain that, deliberate thinking is defined as reasoning which is analytic as well as critical and enables us make good decisions with lessons learnt in the past. Based on psychological concept, deliberate thinking enable individuals to develop a systematic study of our past giving a clear understanding of various reasons for some of our pasts doings. According to Steve (2009), deliberate thinking enable individuals to ruminate as well as reflect on their past experiences therefore getting a clear understanding of our beliefs, motives and behaviors of our past events.   
References   
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