

In therefore, i plan to  
evaluate the factor



In the last few decades, there has been increased interest in the examination of cultural differences in the self and other aspects of personality. It is difficult to conduct cross-cultural studies for a variety of reasons, in part because of the various ways that culture can be represented. Many cross-cultural researchers have operationalized culture by focusing on the cultural-level distinction between individualism and collectivism (Markus & Kitayama, 1991; Oyserman, Coon, & Kemmelmeier, 2002; Singelis, Triandis, Bhawuk, & Gelfand, 1995). At the individual level, the associated concepts of independent and interdependent self-construals have been emphasized. Individualism-collectivism constructs has been widely used as a theoretical framework for understanding cultural differences in cognition, emotion, motivation, and behavior (Markus & Kitayama, 1991).

In addition, individualism and collectivism have been associated with a number of important psychological variables, including self-esteem, wellbeing, communication styles, social explanation processes, and social behavior (Oyserman et al., 2002). Thus, it is important to clarify the structure and content of the individualism-collectivism or self-construal domains and how best to measure these constructs.

The measurement of individualistic and collectivistic constructs has been very difficult, and while there are approximately 20 different methods, none has proven satisfactory (Ka? itçibasi, 1997; Oyserman et al., 2002). In particular, the Self-Construal Scale (SCS) has been widely used in cross-cultural studies. However, the results from some of these studies have been inconsistent. An evaluation of the reliability and validity of the scale can

provide information on the suitability of the scale to assess the intended constructs of independent and interdependent self-construals.

The primary goal of this study is to evaluate the reliability and dimensionality of the SCS across cultures. Most researchers have relied on Singelis's (1994) dominant two-factor model in explaining independent and interdependent self-construals and have not examined alternate models. Other researchers, however, have argued that the theoretical structure of individualism-collectivism can be best explained with three or more components.

Therefore, I plan to evaluate the factor structure of the original two-factor model and compare it to alternative models. Another purpose of the study is to evaluate the SCS in cultures that go beyond the United States and East Asian countries in which the instrument has been applied most frequently.