



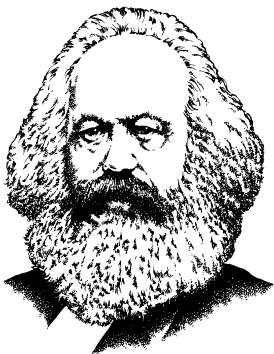
Individualism or Collectivism



Those who claim that people should be primarily concerned with satisfying their own personal interests and goals, express a belief in **individualism**. Individualism also emphasizes the notion that persons should act on their own to accomplish their goals (self interest). Individualists also believe that society's welfare is provided for when individuals take on the responsibility of caring for themselves. Because individualists stress the importance of self-reliance, they expect the **government to play a limited role in society**.



- *People are motivated to satisfy personal goals*
- *People act on their own to satisfy their own goals*
- *Belief that society's welfare is provided for when individuals assume responsibility for themselves*
- *Government plays a limited role – Adam Smith called for 'laissez faire'*
- *Personal initiative, profit motive and self interest are individualist*



Karl Marx

Those who believe that the goals of society should be emphasized, express a belief in **collectivism**. Collectivists believe that people function best by acting as part of a larger group. Collectivists are concerned about providing security for all people. They believe that individuals need to be protected and helped, and that individual wants often need to be sacrificed for the common good. According to collectivists, the best way to meet the needs of individuals is to coordinate the resources of society toward common (collective) goals.

- *Emphasis is put on society's goals*
- *People are held to function best as part of a group*
- *Provision should be made for the security of all individuals*
- *People are seen as needing help*
- *Society's resources should be coordinated collectively*
- *Government plays an extensive role, acting on behalf of the people*
- *Karl Marx contributed to the collective ideologies of socialism and communism*
- *Collectivists emphasize equality or egalitarianism*