

# Cultural Projections of Career and Success: A Comparative Study between Individualism and Collectivism between the US and Japan

Hello, my name is Matt Bell and this is my survey for my senior thesis at California State University Monterey Bay. My thesis looks at not only how success is measured, but also where the pressure to succeed comes from and who represents success. Your contribution to my project will be highly beneficial, so I appreciate the time you're taking to fill this out. The survey should take about 10 minutes and has been divided into four pages. Please read the questions carefully and follow the instructions. Thanks.

\* Required

1. **(1) What is your nationality? \***

*Mark only one oval.*

- American  
 Japanese

2. **(2) What is your academic year? \***

(If you're a 5th year or above, pick 'Senior' please)

*Mark only one oval.*

- Freshman  
 Sophomore  
 Junior  
 Senior

3. **(3) What is your gender? \***

*Mark only one oval.*

- Male  
 Female

## Career

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4. **(4) As a university student, to what degree have the following factors influenced your career plans? \***

Mark only one oval per row.

	1 Not Influential	2 Not Very Influential	3 Neutral	4 Influential	5 Very Influential
Self	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parents/Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends/Peers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspiration from professors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. **(5) What are your thoughts or plans for after leaving university? \***

Please choose one.

Mark only one oval.

- Graduate School
- Start Working
- Take Time Off
- Other: .....

6. **(6) For those who answered the previous question “start working”, at what point did you start looking for employment? Otherwise, please continue to question 7.**

Mark only one oval.

- Freshmen Year
- Sophomore Year
- Junior Year
- Senior Year

7. **(7) In terms of employment and life occupation, what will be “success” to you? Please choose one. \***

Mark only one oval.

- High paying job with promotion
- Job that offers personal happiness
- Self-employment
- High affluence or influence in society
- Having a large network and many connections
- Helping the local community (firefighter, police)
- Developing and mastering a craft (musician, artist)
- Other: .....

8. **(8) If you were to hypothetically choose the path of a business person, would rather start your own company from the ground up, or, would you want to join an already existing company? \***

Mark only one oval.

- Join an already existing company
- Start my own company (entrepreneurship)
- Other: .....

9. **(9) Based on your answer from question 8, which of the following best fits your reason for choosing your answer? \***

Mark only one oval.

- I feel more likely to succeed through providing my skills to a group.
- I feel more likely to succeed through doing things my way.
- Other: .....

## What is Success?

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Please read the following definitions:

Individualism - The habit or principle of being independent and self-reliant: a social theory favoring freedom of action for individuals over collective or state control.

In terms of success, you believe that you can achieve a goal through your own hard work and abilities alone.

Collectivism - Stresses the importance of cohesion within social groups and in some cases, the priority of group goals over individual goals. Collectivists often focus on community, society, nation or country.

In terms of success, you feel that success is better when it's through teamwork and only contribute through being a fraction of a group.

10. **(10) Based on the definitions above, how important is Individualism and Collectivism to you?**

Mark only one oval per row.

	Not Important	Sparing	Somewhat	Important	Very Important
Individualism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collectivism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. **(11) To what degree have the following shaped and influenced your opinion of individualism? \***

1 is not influential and 5 most influential

Mark only one oval per row.

	Has not influenced me at all	Not very influential	Neutral	Influential	Very Influential
Parents and Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. **(12) To what degree have the following shaped and influenced your opinion of collectivism? \***

1 being not at all influential, 5 being most influential.

Mark only one oval per row.

	Not Influential at all	Not Very Influential	Neutral	Influential	Very Influential
Parents and Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. **(13) As a university student, to what degree does the following make you feel pressure to succeed? \***

Mark only one oval per row.

	No Pressure	Little Pressure	Some Pressure	Moderate Pressure	Most Pressure
Self	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parents/Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends/Peers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teachers/Advisors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. **(14) Do you represent your “success” through material possessions? \***

If yes, please continue to question 15. If no, go to question 16.

*Mark only one oval.*

Yes

No

15. **(15) In terms of material possessions, what represents “success” to you? Choose all that apply.**

Please only do this question if you checked "yes" to question 13.

*Check all that apply.*

Owning an Expensive Urban House

Owning a Large Rural House or Farm

Multiple Houses

Expensive Designer Clothing

Expensive car, boats, or planes

Up-to-date Technology

Money

Owning Land

Expensive Jewelry

Other: .....

16. **(16) In terms of personal goals, how important do the following representing “success” to you? \***

Mark only one oval per row.

	Not Important at All	Sparing	Neutral	Important	Very Important
Having a Good Life Partner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raising Children (Birth through College)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong Family Unit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traveling Often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pursuing Hobbies and Passions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having Very Strong Religious Faith	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Achieving Fame	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Wealth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inventing Something New	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Case Study: Those Who have Succeeded**

17. **(17)** To what degree do the following adjectives fits your description of a successful person?

\*

Mark only one oval per row.

	1 Doesn't Fit At All	2 Doesn't Fit Too Well	3 Neutral	4 Fits Well	5 Best Fit
Cunning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agressive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wealthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charismatic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Independent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humble	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. **(18)** On a scale of 1 to 5, 5 being fits best, how well do the following traits fit the description of someone who is successful to you? \*

Mark only one oval per row.

	1 Doesn't Fit At All	2 Doesn't Fit Well	3 Neutral	4 Fits Well	5 Fits Best
Diligent Worker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visionary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leader	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individualistic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Group Worker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open-Minded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-Driven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. **(19.1)** Have you ever owned an Apple product? \*

Mark only one oval.

- Yes  
 No

20. **(19.2)** Have you ever heard of Steve Jobs? \*

Answering "yes" will have you automatically to go question 18.3 on the next page. Answering "no" will take you to question "18.7".

Mark only one oval.

- Yes      Skip to question 21.  
 No      Skip to question 25.

**You've at this page from answering "yes" to question 19.2.**



21. **(19.3) Do you consider Steve Jobs to be a successful person? Please briefly describe why you think so.**

.....  
.....  
.....  
.....  
.....

22. **(19.4) Where did you primarily hear about Steve Jobs? Please describe briefly.**

.....  
.....  
.....  
.....

23. **(19.5) What aspect of Steve Jobs life do you find to be the most memorable? \***  
*Mark only one oval.*

- His Technological Contributions
- His Role as CEO at Apple
- His Victory Over Cancer
- His Speaking Skills
- Other: .....

24. **(19.6) Of the following, what adjectives fit the traits of Steve Jobs? Please choose the best 3.**  
*Check all that apply.*

- Cunning
- Aggressive
- Wealthy
- Creative
- Charismatic
- Confident
- Modest
- Other: .....

**You're brought to this page from answering "no" to 19.2**

*Skip to question 27.*

25. **(19.7) Please do this question only if you answered "no" to question 19.2**

Steve Jobs was an American entrepreneur, marketer, and inventor, who was the co-founder (along with Steve Wozniak and Ronald Wayne), chairman, and CEO of Apple Inc. Through Apple, he is widely recognized for his contribution to the personal computer revolution and for his career in the computer and consumer electronics fields, transforming one industry after another, from computers and smartphones to music and movies. Based on this information, would you consider Steve Jobs a successful person?

Mark only one oval.

- Yes
- No

26. **(19.8) Please briefly describe the reason for your answer to question 19.7**

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.....

.....

.....

### Case Study: Those Who Have Succeeded

27. **(20.1) Have you ever owned a Nintendo product? \***

Mark only one oval.

- Yes
- No

28. **(20.2) Have you ever heard of Hiroshi Yamauchi?**

Answering "yes" will have you automatically to go question 19.3 on the next page. Answering "no" will take you to question "19.7".

Mark only one oval.

- Yes      *Skip to question 29.*
- No        *Skip to question 33.*

## You've been brought to this page from answering "yes" to question 20.2

29. **(20.3) Would you consider Hiroshi Yamauchi to be a successful person? If yes, briefly describe why you think so**

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.....  
.....  
.....  
.....

30. **(20.4) Where did you hear about Hiroshi Yamauchi? Please describe briefly**

.....  
.....  
.....  
.....

31. **(20.5) What part of Hiroshi Yamauchi's life do you find to be the most memorable?**  
*Mark only one oval.*

- His Technological Contributions
- His Role as CEO of Nintendo
- His Speaking Skills
- His Wealthy
- Other: .....

32. **20.6 Of the following what adjectives fir the traits of Hiroshi Yamauchi? Please pick the best 3.**

*Check all that apply.*

- Cunning
- Agressive
- Wealthy
- Creative
- Charismatic
- Confident
- Modest
- Other: .....

**You have been brought to this page due to answering "no" to question 20.2.**

**33. (20.7) Please do this question only if you answered “no” to question 19.2.**

Hiroshi Yamauchi was the third president of Nintendo. Yamauchi is credited with transforming Nintendo from a small hanafuda card-making company to a multi-billion dollar video game company. Nintendo’s products have held a lead in the Japanese market for a number of years and created the Famicom Age in and outside of Japan. The company’s success reflects Yamauchi’s managerial philosophy, which has brought strong success even today. As of April 2013, Forbes estimated Yamauchi’s net worth at ¥ 2100 billion. He was the 13th richest person in Japan and 491st richest in the world. From this, would you consider Hiroshi Yamauchi to be successful?

*Mark only one oval.*

- Yes
- No

**34. (20.8) Please explain briefly your reason briefly to your choice of yes or no.**

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.....

### **Career and Success (Final Page)**

**35. (21) While these two men represent success, they may not be an image of success to you. Below, tell me who you see or model as a person who represents “success” to you. Please list their name and occupation.**

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