

A critical evaluation of

INDIVIDUALISM, COLLECTIVISM & COLLECTIVE ACTION

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Tuomo Rautakivi, Ritthikorn Siriprasertchok & Harri Melin

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Tuomo Rautakivi, Ritthikorn Siriprasertchok and Harri Melin

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The question of **individualism** versus **collectivism** is more complex than is generally believed.

This comparative study aims to develop a deeper understanding of collectivism, trade unionism, and the capacity to create collective action using Finland and Cambodia as examples of individualistic and collectivistic societies, respectively.

The authors discuss different aspects of collective action including political participation, family values, and levels of trust within the society. The theoretical framework used in the book is sociological, involving the study of social systems within which observed regularities emerge and evolve through collaborative and collective behaviour.

The results of the study show significant differences in how individuals behave at the societal level, leading to the conclusion that collective action can only occur when politically autonomous units are efficacious in the development and manifestation of their policies.



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