

# Principles of Individualism and Collectivism

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# Principles of Individualism

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Understanding the acronym “PRICES”

This can help you when analyzing the two key terms of this course: ideologies and liberalism.

Just remember: “PRICES” = Principles of Individualism

# Principles of Individualism

## Private Property ●

# PRINCIPLES

**Private property** refers to an individual's ability/right to own, control and benefit

from resources such as *land, intellectual property*

The concept of *Private Property* can be reflected in the following situations:

- something you own (your car, house, land, PHONE)
- What about ideas & thoughts? (intellectual property)



# Principles of Individualism

## P R I C I P L E S

### Rule of Law ♦

focuses on how the law  
protects and punishes all individuals equally.

- respects individualism by making each individual equal in the eyes of the law.

This principle is often reflected in Human Rights legislation and in historical documents such as the Magna Carta.

# Principles of Individualism

P outlines qualities and actions that members of society should expect to have.

## R Individual Rights and Freedoms



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- When considering Universal Human Rights or rights protected in constitutional documents such as the American Bill of Rights or the Canadian Charter of Rights and Freedoms, these rights include the following:

- |                         |                      |                      |                        |
|-------------------------|----------------------|----------------------|------------------------|
| -Freedom of Association | -Democratic Rights   | -Freedom of Mobility | -Religious Freedom     |
| -Freedom of Speech      | -Freedom of Assembly | -Language Rights     | -Right to a fair trial |



# Principles of Individualism

refers to the way in which individuals and/or groups out-perform or challenge each other in economies.

This can come in the form of:

- businesses providing higher quality products and services in capitalist markets

- athletes being rewarded for their achievements

- Students trying to get into a college or university

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Competition ■

# Principles of Individualism

## P R I C E S Economic Freedom

Economic Freedom refers to the ability to control ones own economic affairs.

WHAT DO I do with all my \$\$\$\$\$\$?

This means that individuals can choose to save, spend or invest

Economic Freedom ■

# Principles of Individualism

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focuses on the idea that the best decisions are made by individuals rather than collectives or governments.

The principle of self interest stems from thinkers such as Locke and Rousseau.

Since individuals are, in theory, born naturally good, they should be trusted to make decisions that will ultimately benefit themselves.

Do you agree with this theory/idea? Why?

Self Interest ▲



# Principles of Collectivism

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Just remember: “PEACCC” = Principles of Collectivism

The PEA with triple Cs

and collectivism starts with a C

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# Principles of Collectivism

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## Public Property ●

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refers to property that is shared and utilized by a collective (all people).

In Canada, crown corporations such as CBC and Canada Post are publicly owned by all Canadians and are funded through taxation.

Parks Canada, provincial schools,  
and hospitals are all examples of this principle in action.

Ultimately, since ownership is shared, the revenue and resources  
produced by these properties are also shared

# Principles of Collectivism

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## P Economic Equality ■

A refers to the idea that wealth should be shared amongst  
the collective rather  
C than with individuals.

C Economic equality attempts to counteract the unequal conditions that  
cause some to be rich and others to be poor.

C In Canada, progressive taxation requires all individuals to pay taxes,  
but with those earning more having to pay higher taxes.



# Principles of Collectivism

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P

E

## Adherence to Social Norms ♦

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is a collectivist principle that describes the way in which society organizes and runs itself.

C

Collectivism essentially uses peer pressure to uphold societal expectations.

C

# Principles of Collectivism

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is often deemed beneficial as tasks are often completed quicker and with less individual burden.

Cooperation ■

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By working together, the efforts of the group also encourage other collectivist principles such as collective responsibility and collective interests.

# Principles of Collectivism

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refers to tasks or decisions that are made on behalf of the collective,  
for the benefit of the collective.

Examples include:

. Public services are concentrated in urban centers due to a larger tax base and more people requiring social programs.

Collective Interests ▲



# Principles of Collectivism

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The belief that all members of society should work together to uphold the expectations of society.

Collective responsibility asserts that all people share this duty regardless if they are directly or indirectly involved with a specified outcome.

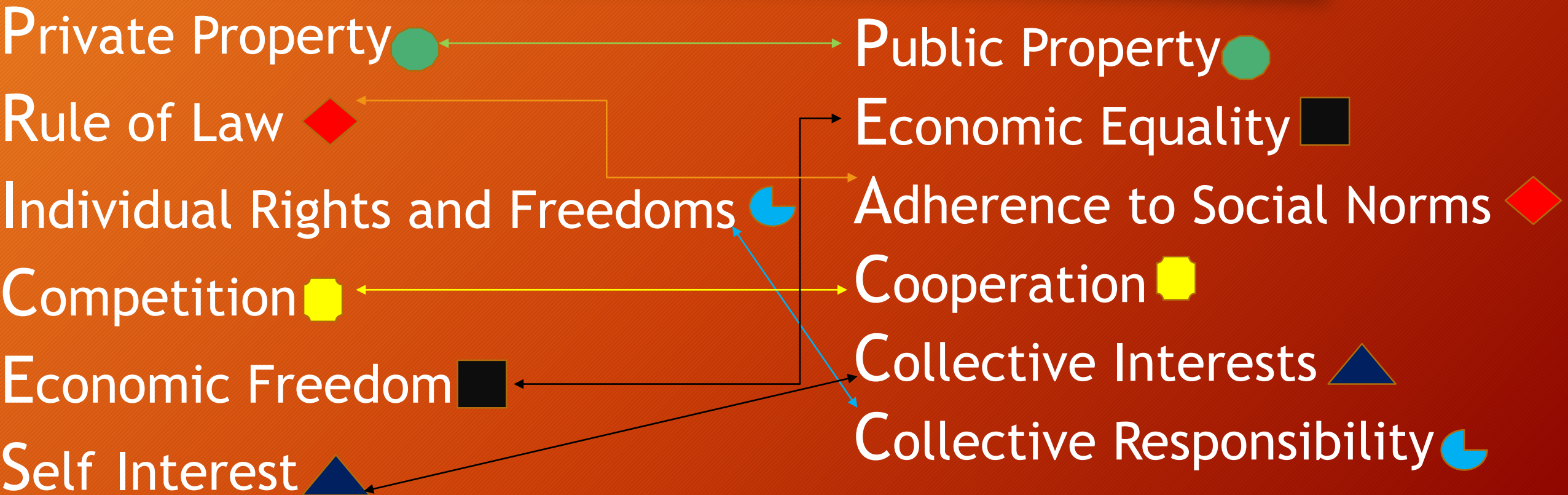
For example, siblings in a family may share chores to help run a household

Collective Responsibility 

# Comparing Principles of Individualism and Collectivism

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# Principles of

## Individualism

- P- private property
- R- rule of law
- I- individual rights & freedoms
- C- Competition
- E- economic freedom
- S- Self interest

## Collectivism

- P- public property
- E- economic equality
- A- adherence to social norms
- C- cooperation
- C- Collective Interest
- C- collective responsibility



# WHY DO THE PRINCIPLES OF COLLECTIVISM AND INDIVIDUALISM MATTER?

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Understanding the differences between individualism and collectivism is important as these two sets of ideas form the foundation of various issues and ideologies.

It also allows us to more accurately determine the left/right leanings of certain groups/individuals on the political and economic spectrums.

Generally speaking, collectivist principles, are located on the left of the political/economic spectrum,  
while more individualist principles are located on the right.