STUDY ON THE ASSOCIATION BETWEEN PERSONALITY TRAITS AND CULTURAL DIMENSIONS

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Abstract: *This paper presents some of the conclusions of a research endeavour undertaken in two different institutions: a private company (PO) and a state- financed organization (SO). Its purpose was the comparative investigation into the similarities and differences characterizing them in terms of the communication patterns underlying their organizational behavior. Hence, the research method employed was based on the comparison and contrast techniques, whereas the paradigm it adopted was that of organizational communication patterns. Thus, out of the five dimensions describing the concept of organizational communication, namely vertical, horizontal, informal, formal and organizational outward communication this article will only present the findings related to **informal, formal and horizontal communication patterns.** Based on these, the paper will then focus on the prospective challenges for the two organizations in terms of micro-organizational behavior and also on the way the two dimensions of organizational communication can inform on the future decision-making process.*

Keywords: *communication patterns, horizontal communication, informal/formal communication, organizational behavior*

1. INTRODUCTION

Intercultural psychologists are preoccupied with testing some models of personality in attempting to find if there are universal personality traits. The personality models suggested by H. Eysenck have dimensions that can be considered universals(by example extroversion and introversion) and which have been tested in 25 different national cultures. By example, introverted, the type of the retained subject, puts the accent on the interdependent values. The extroverted, the type of the relational effusive, enjoys to meet unknown people and promotes the interdependent values. An hypothesis that deserves to be tested in future studies is if introversion is connected in a positive way with interdependence implicitly if extraversion is connected in a positive way with interdependence and individualism. Interdependence refers to the need to be with the others borned from the need of attachment in each person. Interdependence manifests by the tendency to the social contact, by valuing

the relationships, by the need of affiliation. Those with a interdependent structure live the self fulfillment by others. Those bent to indirect communication, being careful to the unvoiced feelings and thoughts of the others. The interdependent structure is characterized by internal assignments and the tracking of the own purposes. The favorable social environment for development of the interdependent is the individualist culture where is followed the objectivity of thoughts in behavior. From the cultural point of view, to dimension interdependence-interdependence corresponds the dimension individualism-collectivism. Too much individualism kills the person, too much community kills the society (Ferreol, 1999). Efficacy could be a compromise solution, by example, a collectives person involved in a collectivist culture.

With studies and research from intercultural psychology domain was proved that the dimension of individualism and collectivism represents an increased validity and can be considered universal dimensions.

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The individualism is associated with equality relationships and with flexible roles. The collectivism characterize the cultures that encourages the individual tendency to see like part of a social group, promotes adhesion to rules ,respect for authorities, conformity and success of group (Hofstede, Hofstede, Minkov, 2010).The intercultural researchers suggests that differences in cultural values, individualists and collectivists influences team work and the group results (Sosik, Jung, Berson, Dionne, Jaussi, 2005).

2. ASSOCIATION BETWEEN CULTURAL ASPECTS AND PERSONALITY CHARACTERISTICS

R. McCrae and P. Costa, by Big Five model, revealed five major dimensions of personality: extraversion, agreeability, conscientiousness, emotional stability and openness for experience. All this dimensions have correlations with different cultural aspects. Therefore, it can be said that certain personality characteristics associate with significant transcultural valets (table no.1).

Table no. 1 Association between personality traits and cultural dimensions

Personality characteristics	Cultural dimensions
emotional stability	uncertainty avoidness
conscientiousness	feminity
extraversion	individualism

J. Allick and R. McCrae (2004) unreeled a study in 36 national cultures where they tested the hypothesis of association between a certain personality profile and affiliation to a certain cultural area.

The intercultural approach of personality started with the focusing attention on study of a culture, with extensive study of relations between cultures and personality variables. Sociocultural variables influences human behavior, generating different guidance in different cultures. In turn the culture induce a certain way of acting, a certain social system that creates the needed personality (Gavreliuc, 2011). People processes differently acquired information from the cultural environment and reacts differently according with the acquired experiences. Personality is influenced by culture. Therefore, the interaction between culture and personality is essential to understand the intercultural psychology intercession. All these determined me to see if this hypothesis of association of personality traits with cultural aspect is valid to Brasov sociologists. It was pursued if exists a personality structure from a community formed from professional point of view that have defining characteristics with significant frequency. The study was done on sociologists

from private environment from Brasov, in a number of sixty subjects, with ages between 28 and 50 years, 28 boys and 32 girls. The provenance domain from where the subjects have been selected was the one of social sciences. The results indicated the subject`s predisposition to extraversion, the defining trait of the sociologists and the specific trait of collectivist culture. The study has 6 major objectives, two of them being significant:
- identification of personality traits that define sociologists study participant ;
- association features with specific cultural aspects of social sciences

The basic tool used in the study was test BFA - Big Five Adjectives - the adjectival form of the best known european Big Five (BFQ) - Gian Vittorio Caprara, Claudio Barbaranelli, Patricia Steca- accredited by the College of Psychologists from Romania and applied with license. BFA is a psychometric instrument, validated in a variety of research programs, and it is based on Big Five personality model . The Big Five represents the meeting point of different traditions and psychometric approaches, especially it represents the result of psycholinguistic and the factorial approach. By applying this tool, researchers pursued to detect the universal

personality traits, traits specific for many cultures.

The results and findings of the study:

- By analyzing data from exploration of personality traits we find that the higher factor has the friendliness factor (m=247, 85, a.s.= 25,53)

-The sociologists who participated at the study are characterized by optimism, generosity and kindness. They are generous not only by sharing their experience but by providing help when needed.

Table no. 2 Mean and Standard deviation for personality traits in sociologist

Information about personality traits					
	N	Minimum	Maximum	Media	A. S.
BFA extraversion	60	184	320	236,88	37,742
BFA friendliness	60	193	305	247,85	25,530
BFA conscientiousness	60	146	298	235,25	31,010
BFA emotional stability	60	137	276	218,83	32,653
BFA openness mind	60	166	306	234,75	30,838

The Factors Extraversion (m=236, 88, a.s=37,742) and conscientiousness (m=235,25, a.s.=30,01) complete the portrait of the sociologist using characteristics like energy, ease, seriousness, sociability, communicability and activism.

In terms of differences by gender, the factors extraversion, friendliness and openness mind are above average, superior in feminine environments than in masculine ones. The factors conscientiousness and emotional stability have higher values in masculine environments.

Table no. 3 Mean and standard deviation for personality traits in women and men

Information about personality traits				
	genre	N	Media	A. S.
BFA extravesion	feminine	36	239,22	36,130
	masculine	24	233,38	40,574
BFA friendliness	feminine	36	251,08	25,955
	masculine	24	243,00	24,615
BFA conscientiousness	feminine	36	233,72	29,367
	masculine	24	237,54	33,842
BFA emotional stability	feminine	36	217,69	33,104
	masculine	24	220,54	32,594
BFA openness mind	feminine	36	238,69	29,715
	masculine	24	228,83	32,170

If you make comparisons between these results and those obtained on subjects others than Europeans, it can be elaborate a portrait value including the following dominant aspects: extraversion and intellectual autonomy(Schwartz, Bardi, Bianchi, 2000).

A previous psychological investigation (Smith, Dugan, Peterson, Leung, 1998) emphasized a significant correlation between

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individualism and conflict, but a lack of correlation with job satisfaction, which invoke the functionality of this variable.

Triandis' study (2000) proved that man becomes more collectivist with the passage of time, valuing the stability of social relations. Collectivists perceive themselves realistic, knowing their limits, they show interest in others' needs and they encourage positive emotions in order to maintain group cohesion (Matsumoto, 2007). Members of collectivist cultures are strongly influenced by the thinking of others, they make less new friends, but their relationships are closer and stronger (Gouveia, Clemente, Espinosa, 2003). Some researchers have drawn attention to the importance of reputation and prestige in collectivist cultures.

Triandis (2000) proposes a number of factors contributing to the difference that occurs in appreciation of wellness within the two types of culture, the most important being: compatibility between personality and culture, extraversion, high availability for personal development and chances of achieving objectives.

3. CONCLUSIONS

Therefore, a good knowledge of the personality traits is essential in the person`s integration in social environment and allows the identification of some universal characteristics, valid in as many cultures.

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