



The Filipinos and Their Cultural Values

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Malay

Chinese

Spanish

American

Halo-halo
"Mix-Mix"

Philippines, a collectivist culture

- Needs and goals of the group are valued over the individual
- Family & kinship extremely important
- Group harmony & cohesion highly valued
- Relationships with other members of the group & interconnectedness between people important to a person's identity

Values are the underlying motivations of behavior

What are Values?

- “abstract and shared ideas about what is desirable, good or correct – they represent the ideals of a culture”

Conklin, 1984

Philippine Value Orientations

- Personalism
- Particularism
- Non-rationalism

Value Themes

- Emotional closeness and security in the family
 - economic security
 - social mobility

Hard work &
Industry



Value Themes

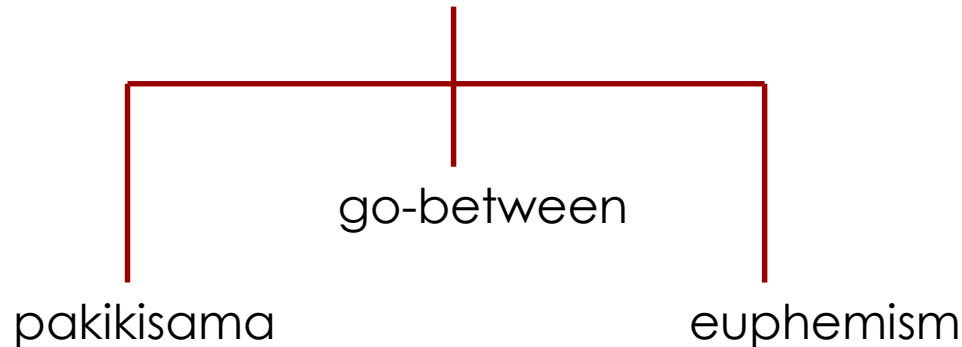
- Pakikipagkapwa-tao (solidarity with others, consciousness of being part of a social collectivity)
 - helpfulness in times of need (pakikiramay)
 - mutual assistance (bayanihan)
 - sensitivity to others' feelings (pakikiramdam)
 - compassion (awa)
 - sense of gratitude/reciprocity (utang na loob)
 - hospitality



Value Themes

- Social acceptance

- Smooth Interpersonal Relations (SIR)



- Hiya (embarrassment, loss of face)
- Amor propio (self-esteem, keen sense of personal dignity)

Value Themes

- Respect for Elders
- Approval by authority and society
- Belief in the supernatural and trust in Divine Providence
 - bahala na (come what may)
 - swerte (luck or fate)
 - patience, endurance (pagtitiis)
 - joy and humor

Weaknesses in the Filipino Character (Shahani, 1993)

- Extreme personalism
- Extreme family centeredness
- Lack of discipline
- Passivity and lack of initiative
- Colonial mentality
- Crab mentality (kanya-kanya syndrome)
- Lack of self-analysis and self-reflection

Maraming salamat, po!
(Thank you!)