

**There is No National Culture:  
Nations as Diverse Mixtures of Global Values Archetypes**

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## **Nations as Diverse Mixtures of Global Values Archetypes**

### **ABSTRACT**

Our paper challenges the longstanding worldview of nations as homogeneous masses of uniform national culture that can be represented by single national culture dimension scores. We present a richer perspective of nations as diverse *mixtures* of global values archetypes. Our global archetypes and national mixtures of these archetypes are identified with data on Schwartz values from Wave Six of the World Values Survey provided by 83,526 individuals from 60 countries. Using archetypal analysis, we find five archetypes are adequate to capture the configurations of Schwartz values in these data, which we label *Retreater*, *Social Conservative*, *Social Innovator*, *Social Hedonist* and *Maximalist*. Importantly, we find each country is a mixture of individuals belonging to different archetypes, and that the composition of these archetypal mixtures varies across countries. Through their associations with other data in the World Values Survey, our five archetypes provide insight into the nature of the individuals holding these distinctly different values configurations. Overall, our conceptualization of nations as mixtures of global values archetypes has important implications for the world of culture-related research, practice and policy.

*Keywords: national culture, culture archetypes, national mixtures, Schwartz values configurations, World Values Survey, archetypal analysis.*