Research has shown that individuals who perceive extrinsically related goals (financial success) as more important than intrinsically related aspirations (self-acceptance, affiliation, community feeling) show lower levels of psychological well-being. In this study, Romanians and Americans both showed positive correlations with psychological well-being when community feeling (intrinsic) was considered central to their lives. For Americans, financial success relates to power and security, while for Romanians it relates to self-direction.

Romania and Cross-Cultural Psychology
The study defines national cultures on the dimension of individualism-collectivism. Romanian values showed preferences for utilitarian involvement, leaning towards individual rights and responsibilities in a job setting and a conservative commitment (paternalism, emphasizing formal hierarchies), defined in relation to stability of one’s place in the world and particularity (a focus on specific relationships rather than relationships in general). Achievement values (successful, capable, self-respect) were more related to self-direction (ambitious, choosing one’s own goals and freedom) than the theory predicts. Thus, success for Romanians has more to do with independent and freely chosen goals than it does for many other cultures.

Romanian and American Aspirations
Self-acceptance: individual psychological growth, self esteem and autonomy
Affiliation: satisfying interpersonal relationships
Community feeling: relation with the world, meaning in life, forgiving, social justice, world at peace, equality and spiritual life.
The present-day Romanians place much importance on financial success, they focus on themselves as individuals with a strong emphasis on close affiliations.
Romanian and American samples show strong preferences for self-acceptance and financial success, Romanians showing a stronger preference for affiliation; weak preferences for community.
GNP - well-being – individualism. Financial success for Americans suggests a more materialistic status, while for Romanians it suggests security of basic needs.

One of the most consistent findings of this study: the Romanians’ dissatisfaction with their present condition. Romanians are the most pessimistic (of 55 countries surveyed) about the future.