

# THE IMPACT OF ALBANIAN DOMINANT CULTURE IN EVOCATION OF SHAME AND GUILT

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## **Abstract**

The purpose of this study is to examine the differences between the way males and females in early adulthood experience shame and guilt in Albanian dominant culture. The relationship between shame and guilt and the dominant Albanian culture is examined with a sample of university undergraduate students. This is a non experimental, quantitative study that sought to know whether there were any differences in the way males and females experience shame, whether there were any differences in the way guilt is experienced, whether shame and guilt are understood in the same way as in individualistic cultures, or collectivistic ones, whether these basic emotions are understood mainly as negative, or positive emotions. The evaluation included the assessment of the subjects as follows: the assessment of guilt based on negative behaviors, the repair of guilt, the negative self assessment because of shame and social withdrawal. The results showed that shame and guilt in Albanian dominant culture is influenced by two important factors, the new values of the society in a broad context and the gradually changing collectivist biases of the people toward individualism as a value of special importance in this issue. This is obvious especially in behaviors and attitudes that the literature considers characteristic for collectivistic cultures. It is necessary to mention that the differences in the way that males and females experience shame and guilt have lessened. This is true for the inner evocation of these basic emotions too, even though the study's results showed that the young people still value shame and guilt as moral emotions.

**Keywords:** *shame, guilt, dominant culture, values, gender differences*