**What is Ethnocentrism?**

**The people of every nation feel pride and claim superiority upon other nations. This sense of pride or superiority upon others is called ethnocentrism.**

**Every culture considers itself superior to other cultures. The Americans think of themselves as the progressive while the eastern cultures cal them immoral. The Pakistani calls themselves as brave, hard worker and faithful people while the Arabic call them hospitable.**

**In the society different social groups are ethnocentric against one another like the agriculturists claim to be superior to laborers and businessmen are proud upon low class servants. This feeling of superiority upon others is universal among nations, groups and the individuals. This culture trait is called ethnocentrism.**

**Ethnocentrism and personality**

**Researchers have shown that ethnocentric people tend to be less educated and less sociable. They accept little social changes in their behavior**

**Merits or positive effects of ethnocentrism**

1. **It provides protection to groups and in society.**
2. **It provides protection to group members by crating sense of belonging among them**
3. **It provides also protection of those members who are week, poor, hopeless and helpless.**
4. **It provides compensation to the people of low status.**
5. **It promotes nationalism and patriotism among the members of society.**

**De-Merits or negative effects of ethnocentrism**

1. **Ethnocentrism creates tight boundaries among various social groups**
2. **Ethnocentrism creates conflict and tension among various groups.**
3. **Ethnocentrism discourages culture change among the people.**
4. **The national development in general is slowed down in such cultures where ethnocentrism is emphasized in book, newspapers, radio and television.**
5. **It creates prejudice among the member of society.**