

## ***Notes for the Theoretical Characterization of the Notion of Modern Individualism***

*Pedro José Vieyra Bahena<sup>1</sup>*

### ***Abstract:***

*In this article a theoretical proposal for the study of individualism is carried out. To make an analysis of different proposals on the subject is some small conceptual clarifications are proposed. Moreover, the relationship of this phenomenon with Western modernity is established and the way it is consolidated through individualization is analyzed; about two aspects of this process, contextual and personal individualization is conceptualized. Finally, the way the proposed theoretical characterization can be used to make an empirical approach of individualism in the case of Mexico is mentioned.*

***Word Keys:*** *Individualism, Modernity, Individualization, Contextual, México.*

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<sup>1</sup>Email: [vieyra\\_bahena@yahoo.com.mx](mailto:vieyra_bahena@yahoo.com.mx)