

Basic Human Values: by Shalom H. Schwartz

Self-Direction.

Motivation: To learn. Personal focus.

Goal: independent thought and action—choosing, creating, exploring.

Values: the need for control and mastery and the requirement of autonomy and independence.

Deeply you question: Do you strive for autonomy, independence, self-direction and mastery in your activities? Is it important for you to do things in your own unique, original way?

Question: When faced with difficult choices with competing values, do you give precedence to this value at the expense of most others? If yes, it is a top value for you.

_____ Rate this value from 10 (lowest) to 1 (highest)

Hedonism

Motivation: To learn & acquire pleasurable experiences. Personal focus.

Goal: pleasure or sensuous gratification for oneself. Hedonism values the pleasure associated with satisfying needs

Deeply you question: Do you look for fun every chance you get Do you spoil yourself? Do you seek to enjoy life above all things?

Question: When faced with difficult choices with competing values, do you give precedence to this value at the expense of most others? If yes, it is a top value for you.

_____ Rate this value from 10 (lowest) to 1 (highest)

Stimulation

Motivation: To learn & acquire pleasurable experiences. Personal focus.

Goal: Excitement, novelty, and challenge in life. The need for variety and stimulation to maintain positive activation.

Deeply you question: Do you seek adventure; do you take risks and try new things? Is it crucial for you to have an exciting, thrilling life?

Question: When faced with difficult choices with competing values, do you give precedence to this value at the expense of most others? If yes, it is a top value for you.

_____ Rate this value from 10 (lowest) to 1 (highest)

Achievement

Motivation: To acquire. Personal focus.

Goal: personal success through demonstrating competence that generates resources to reach objectives. Competence is in terms of prevailing cultural standards, thereby obtaining social approval.

Deeply you question: Do you consider yourself ambitious? Do you strive to do better than others, get ahead, show your capabilities, be admired and considered successful?

Question: When faced with difficult choices with competing values, do you give precedence to this value at the expense of most others? If yes, it is a top value for you.

_____ Rate this value from 10 (lowest) to 1 (highest)

Power

Motivation: To acquire & to defend. Personal focus.

Goal: social status and prestige, control or dominance over people and resources.

Deeply you question: Are you compelled to be a leader, in charge and the one to make the decisions? Are you driven to accumulate wealth?

Question: When faced with difficult choices with competing values, do you give precedence to this value at the expense of most others? If yes, it is a top value for you.

_____ Rate this value from 10 (lowest) to 1 (highest)

Security

Motivation: To defend. Social focus.

Goal: Safety, harmony, and stability of society, of relationships, and of self.

Deeply you question: Do you work hard to avoid possible danger? Is remaining healthy is a primary concern? Is stability and safety in all aspects of your life and the world of high importance to you?

Question: When faced with difficult choices with competing values, do you give precedence to this value at the expense of most others? If yes, it is a top value for you.

_____ Rate this value from 10 (lowest) to 1 (highest)

Conformity

Motivation: To defend & to bond. Social focus.

Goal: Smooth interaction and group functioning. Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms.

Deeply you question: I strongly believe people should behave in socially acceptable ways, like being polite and not irritating others. I avoid doing things others say is wrong. It important to me that people follow the rules. I honor and respect my parents and elders.

Question: When faced with difficult choices with competing values, do you give precedence to this value at the expense of most others? If yes, it is a top value for you.

_____ Rate this value from 10 (lowest) to 1 (highest)

Tradition

Motivation: To defend & to bond. Social focus.

Goal: Respect, commitment, and acceptance of the customs and ideas that represent the shared experience and fate of one's culture or religion and express its unique worth.

Deeply you question: Are your religious beliefs and or cultural traditions important to you and do you try to do what your religion or traditions require? Do you believe its best to do things in the traditional ways you were taught? It is important for you to be humble and modest?

Question: When faced with difficult choices with competing values, do you give precedence to this value at the expense of most others? If yes, it is a top value for you.

_____ Rate this value from 10 (lowest) to 1 (highest)

Benevolence

Motivation: To bond. Social focus.

Goal: preserving and enhancing the welfare of those with whom one is in frequent personal contact, your family and other primary groups. Smooth group functioning and the need for affiliation.

Deeply you question: Do you attend to the well being of others? Do you consider yourself highly loyal, devoting yourself to those closest to you? Is forgiveness important to you? Do you strive to see the good in all people and to not holding grudges for their transgressions?

Question: When faced with difficult choices with competing values, do you give precedence to this value at the expense of most others? If yes, it is a top value for you.

_____ Rate this value from 10 (lowest) to 1 (highest)

Universalism

Motivation: To learn & to bond. Social focus.

Goal: understanding, appreciation, tolerance, and protection for the welfare of all people and for nature.

Deeply you question: Is social justice one of your primary concerns in life? Do you believe all humans; plants, animals and nature have rights that should be protected? Do you believe it is important to listen to all people, even those different from you, that I you may disagree with, so that we may all live in harmony?

Question: **When faced with difficult choices with competing values, do you give precedence to this value at the expense of most others? If yes, it is a top value for you.**

_____ Rate this value from 10 (lowest) to 1 (highest)