



Workshop resource - Value surveys and maps

Common Cause draws on the results of two different values surveys. Both surveys have been widely used and tested. For example, the Schwartz value survey¹ is used as the basis for part of the European Social Survey that regularly examines the values of citizens of European Union Member States. The other survey has been developed by Tim Kasser and colleagues.² It shows 'goals' rather than 'values', but the difference between values and goals is subtle and we can afford to ignore it for our current purposes.

People's responses to these surveys are used to build up a 'values map'. The **Schwartz value map**, shown overleaf, presents the data generated by surveying literally tens of thousands of people in dozens of countries about the values that they hold to be important. Responses are plotted on the map such that the more closely related any two values are, the more closely they appear to one another on the map. What do we mean by 'closely related'? A value is closely related to another if a person is likely to accord importance to both.

Take a look at Figure 1 (a map based on the Schwartz values survey). The map shows that, statistically, it is highly likely that a person who attaches importance to 'public image' (at about six o'clock on the map) will also attach importance to 'authority' (adjacent to 'public image'). Conversely, the value 'public image' is not strongly related to the value 'broadminded' (at twelve o'clock).

This reflects the finding that it is unlikely that a person who attaches importance to 'public image' will also attach importance to 'broadminded'.

These maps are very useful tools. They depict important aspects of the way in which values interact with one another. The key points to remember are:

- **Drawing a person's attention (even very subtly) to one of these values will tend to *suppress* the importance that this person attaches to the values that are farthest away. This is called the 'see-saw effect'. For example, engaging the value 'wealth' (at about eight o'clock on the map) will tend to suppress concern about 'social justice' (at two o'clock).**
- **Drawing a person's attention (even very subtly) to one of these values will tend to *increase* the importance that this person attaches to the values that are closest. This is called the 'bleed-over effect'. For example, engaging the value 'a world of beauty' (at about one o'clock on the map) will tend to enhance concern about 'social justice' (at two o'clock).**

1. Schwartz, S. H. (1992) Universals in the content and structure of values: Theoretical advances and empirical tests in 20 countries, in Zanna, M. (ed.) *Advances in Experimental Social Psychology*, Vol. 25 Orlando, FL: Academic Press, pp. 1-65.

2. Grouzet, F.M.E., Kasser, T., Ahuvia, A., Fernandez-Dols, J.M., Kim, Y., Lau, S., Ryan, R.M., Saunders, S., Schmuck, P. and Sheldon, K.M. (2005) The structure of goal contents across fifteen cultures. *Journal of Personality and Social Psychology*, 89, pp.800-816.



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Similar patterns hold in the second of the two maps we present here (Figure 2). Thus invoking the goal of 'image' (eight o'clock on the second map) is likely to 'bleed-over' into engaging the goal of 'financial success' (seven o'clock). It is also likely to suppress the importance that a person places on affiliation or self-acceptance (four o'clock) (because of the see-saw effect). For more details about values and how these work, see **The Common Cause Handbook**, which can be downloaded freely from: www.valuesandframes.org

Intrinsic values, then, are your friends. It is important to get a 'feel' for what these values are. We've listed them in **Table 1, below**. These lists, produced by academics, are a good starting point. But the items on these lists often sound 'clunky', because they have been developed for use in academic studies, some of which also have to work in several different languages.

For research purposes, this academic rigour is important. But your job as a communicator, fundraiser or campaigner, is to get a feel for these values and then project them through your own resonant and compelling words and images.



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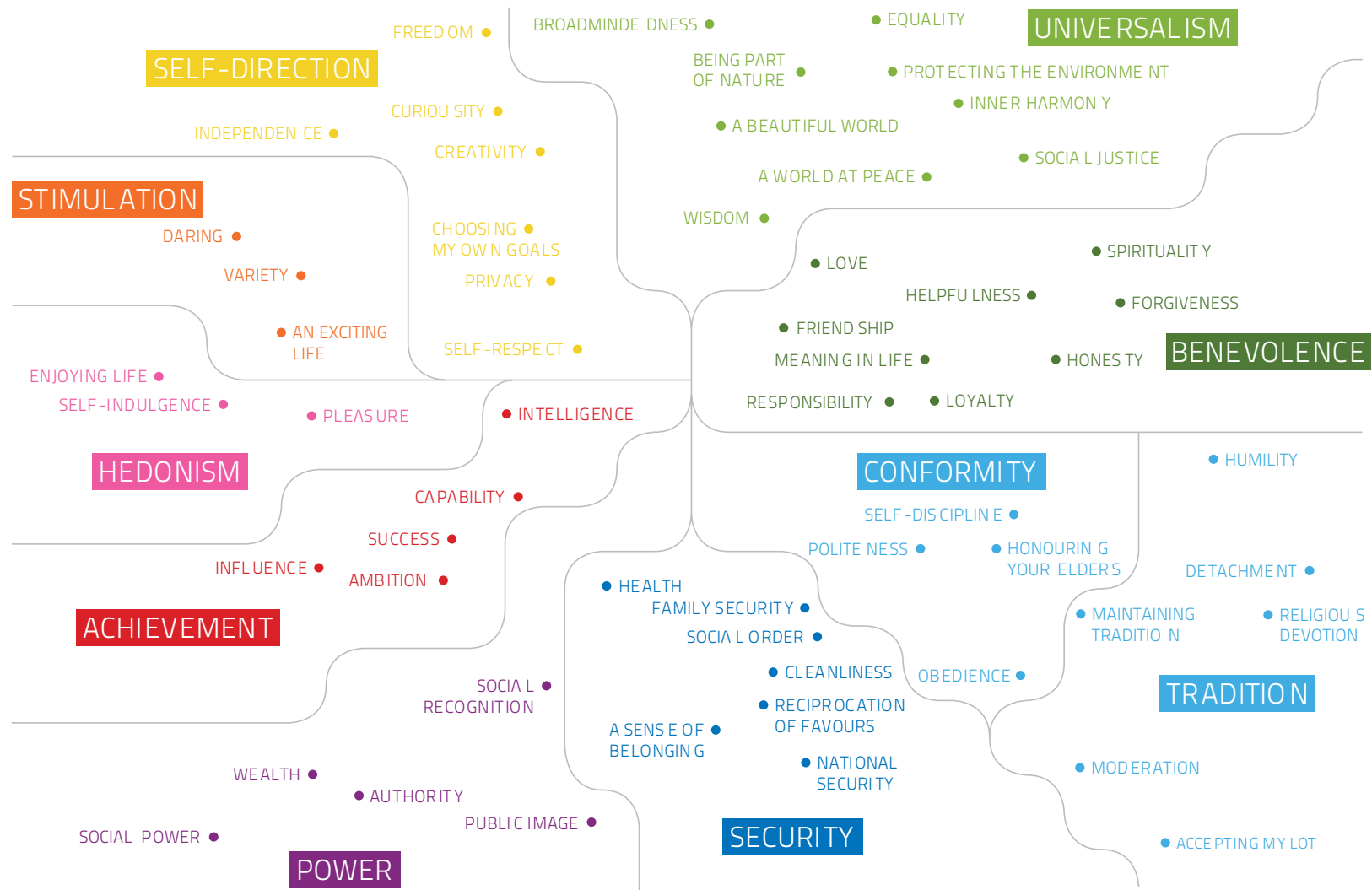


Figure 1. Redrawn from Schwartz, S.H. (2006) Basic Human Values: theory, measurement and applications. *Revue française de sociologie*, 47: 259-288. Re-printed with permission. Design by Minute Works



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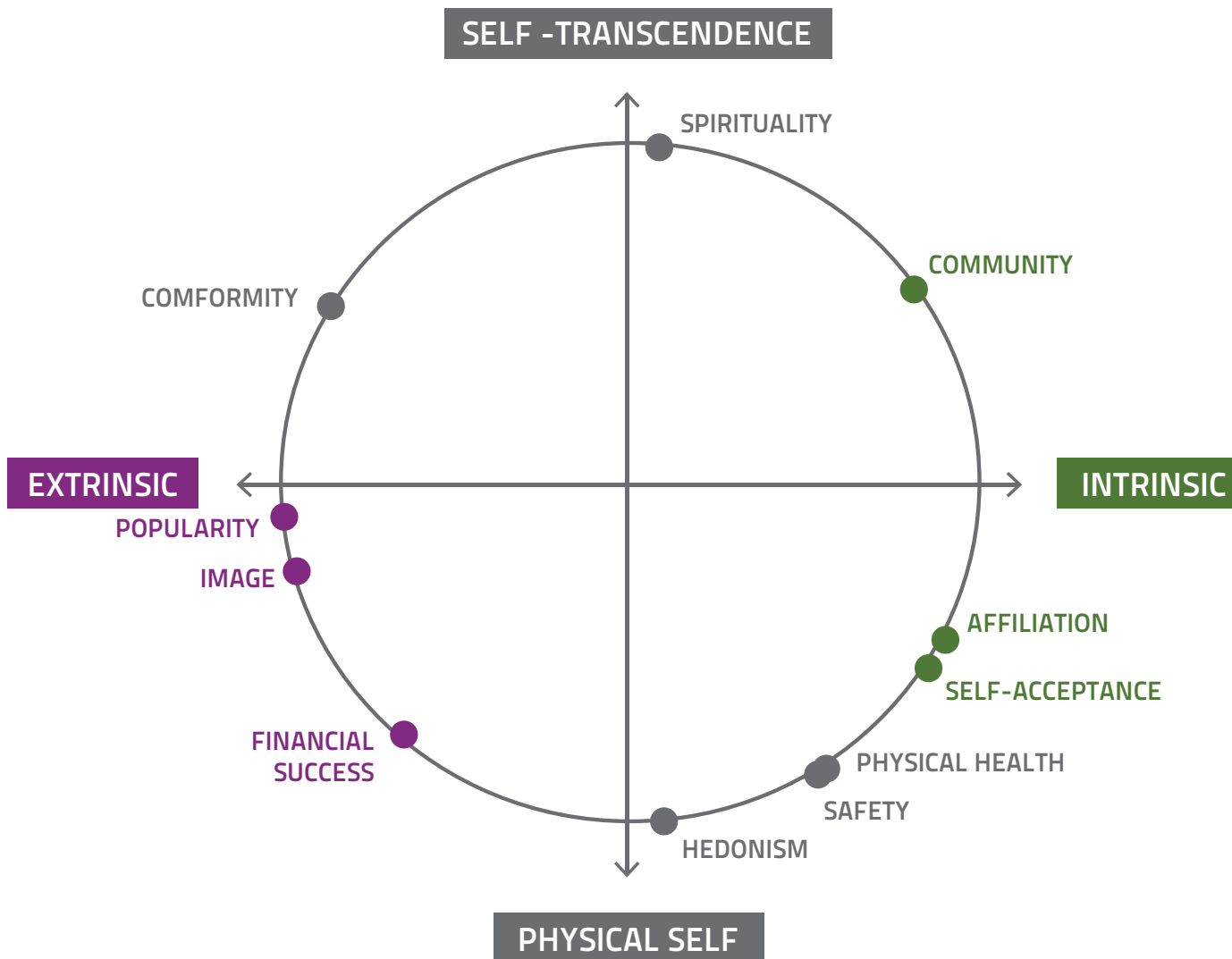


Figure 2. Model of values, based upon a study examining how 1,800 students from 15 nations rated the importance of a variety of life goals (from: Grouzet *et al.* (2005) *op. cit.* p.1 © American Psychological Association.)



Value surveys and maps

Some values to use – and some to avoid

The table below shows key groupings of values to either use or avoid.

The first row lists the names of the groupings given to these values by psychologists (these are the names that appear on the maps above), along with a definition of each.

The second row lists the items used in surveys to explore the importance that these groups of values hold for people. We've listed these to try to help you develop a richer understanding of each of these value groups. Do pay particular attention to the fact that intrinsic values aren't just about ethical behaviour or altruism. They also include values of freedom, coping with problems, or feeling good about one's abilities.

Avoid these extrinsic values!

Value or goal	Achievement Personal success through demonstrating competence according to social standards.	Power Social status and prestige, control or dominance over people and resources.	Conformity To fit in with other people.	Image To look attractive in terms of body and clothing.	Popularity To be famous, well-known and admired.
Items used in surveys	Ambitious (hard-working, aspiring). Influential (having an impact on people and events). Capable (competent, effective, efficient). Successful (achieving goals).	Social power (control over others, dominance). Wealth (material possessions, money). Authority (the right to lead or command). Preserving my public image (protecting my 'face'). Observing social norms (to maintain face).	I will be polite and obedient I will live up to the expectations of my society. My desires and tastes will be similar to those of other people. I will "fit in" with others.	My image will be one others find appealing. I will achieve the "look" I've been after. People will often comment about how attractive I look. I will successfully hide the signs of aging. I will keep up with fashions in clothing and hair.	I will be admired by many people. My name will be known by many different people. Most everyone who knows me will like me.



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Use these intrinsic values!

Value or goal	Benevolence Preserving and enhancing the welfare of those with whom one is in frequent personal contact (the 'in-group').	Universalism Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature.	Affiliation To have satisfying relationships with family and friends	Self-acceptance To feel competent and autonomous.	Community feeling To improve the world through activism or generativity. Related to this intrinsic goal is the importance of a sense of agency in working to create change.
Items used in surveys	Loyal (faithful to my friends, group). Honest (genuine, sincere). Helpful (working for the welfare of others). Responsible (dependable, reliable). Forgiving (willing to pardon others).	Equality (equal opportunity for all). A world at peace (free of war and conflict). Unity with nature (fitting into nature). Wisdom (a mature understanding of life). A world of beauty (beauty of nature and the arts). Social justice (correcting injustice, care for the weak). Broadminded (tolerant of different ideas and beliefs). Protecting the environment (preserving nature).	People will show affection to me, and I will to them. I will feel that there are people who really love me. Someone in my life will accept me as I am, no matter what. I will express my love for special people. I will have a committed, intimate relationship.	I will be efficient. I will choose what I do, instead of being pushed along by life. I will feel free. I will deal effectively with problems in my life. I will feel good about my abilities. I will overcome the challenges that life presents me. I will have insight into why I do the things I do.	I will assist people who need it, asking nothing in return. The things I do will make other people's lives better. I will help the world become a better place.