

Psychology of values after one century of research: Toward a comprehensive theory of values

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Historical

- The importance of the values as the beliefs or conceptions of the guiding principles in our life has been recognized since the ancient times.
- In the birth of axiology, the philosophers like Plato and Aristotle proposed the classical trinity of values:
 - the good, the truth and the beauty (bonum, verum, pulchrum in Latin),
- that has been later supplemented by early Christian philosopher Saint Augustine with the supreme Christian values of
 - faith, hope and love.

The rise of psychological research on values

- First theoretical and psychometric approaches
 - Eduard Spranger (1924)
 - Allport, Vernon, Lindzey (1931 and later)
- Beginning of empirical research
- Seminal work of Rokeach (1968, 1973)
 - Impacted further empirical research
- Culmination (1980 on)
 - Schwartz and coworkers
 - Cross-cultural research (Hofstede, Triandis, Inglehart, Smith, Bond...)

Comprehensive model of values

- The lack of general theory of values
- General model of values
 - Musek (1993, 1998, 2000)
- The general (integral) theoretical model
- Encompassed submodels
 - Taxonomical (descriptive): structural hierarchy of values
 - Developmental: developmental hierarchy
 - Cross-cultural: universality and cultural stability of values
 - Transversal: connections of values with other important psychological and demographic domains
 - Predictive: values as predictors in our life
 - Etiological: causal factors of values, value orientations and value systems

Research design

- In order to verify the model, several experimental and multivariate studies have been performed including factor and cluster analyses, multidimensional scaling, and SEM (Structural Equation Model) analyses.

Subjects/participants in the studies

- About 4000 subjects participated in our studies including both sexes and all ages above puberty.
- A representative sample (N=1005) of Slovenian population between age 16 to 80 also participated in a number of the studies.

Instruments

- Musek Value Survey (MVS /MLV in Slovene/); other measures were occasionally included in the studies (Schwartz Value Survey, Rokeach Value Survey, Pogačnik Scale of Values)
- MVS
 - 54 different values
 - the subjects rated the personal importance of each value on 1 to 10 (one to ten) rating scale continuum (in some research a modification with 1 to 100 continuum was used)
 - individual or group results calculated at four levels of the generality of value structure
 - the level of single values
 - the level of middle-order value facets (9 categories)
 - the level of higher-order value categories (4)
 - the level of two highest-order value categories.

Instruments (continued)

- metric characteristics
- validity
 - the factor structure of the scale resembles the structure of well-known Schwartz Value Survey (Musek, 2000), Rokeach Value Survey and some others
 - survey scores strongly predicted educational preferences, religious and political affiliation, and a number of other value-related beliefs, attitudes, and decisions.
- reliability
 - internal consistency of the scale about 0.95
 - for larger subscales only slightly minor
 - indicating thus also the probability of considerable test-retest reliability

Items of MLS (abbreviated)

HONESTY

SOCIABLE LIFE

LOVE FOR CHILDREN

BEING IN HARMONY WITH NATURE

KNOWLEDGE

GENEROSITY AND UNSELFISHNESS

DILIGENCE

LONGEVITY

REPUTATION IN SOCIETY

HARMONY WITH PARTNER

FREEDOM

MORAL PRINCIPLES

CONCORDANCE AND HARMONY BETWEEN PEOPLE

SUCCESSFUL CAREER

SPORTS AND RECREATION

FAITH IN GOD

COMFORTABLE LIFE

LOVE FOR HOMELAND

RESPECT FOR LAWS

COMPANIONSHIP AND SOLIDARITY

BEAUTY (ENJOYING BEAUTY)

PEACE ON THE WORLD

CREATIVE ACHIEVEMENTS

FIDELITY

CULTURAL CONCERN

GOOD SEXUAL RELATIONS

POWER AND INFLUENCE

MONEY AND WEALTH

PROGRESS OF HUMANITY

SELF-FULFILLMENT

HEALTH

LEISURE TIME

NATIONAL EQUITY

PERSONAL ATTRACTIVENESS

FULL AND EXCITING LIFE

SECURITY

FAMILY HAPPINESS

REST AND PEACE

JUSTICE

GOOD FOOD AND DRINKS

FRIENDSHIP

WISDOM

EQUALITY BETWEEN PEOPLE

NATIONAL PRIDE

GLORY AND ADMIRATION

FREE MOVEMENT

JOY AND ENTERTAINMENT

HOPE IN THE FUTURE

LOVE

DISCOVERING THE TRUTH

ORDER AND DISCIPLINE

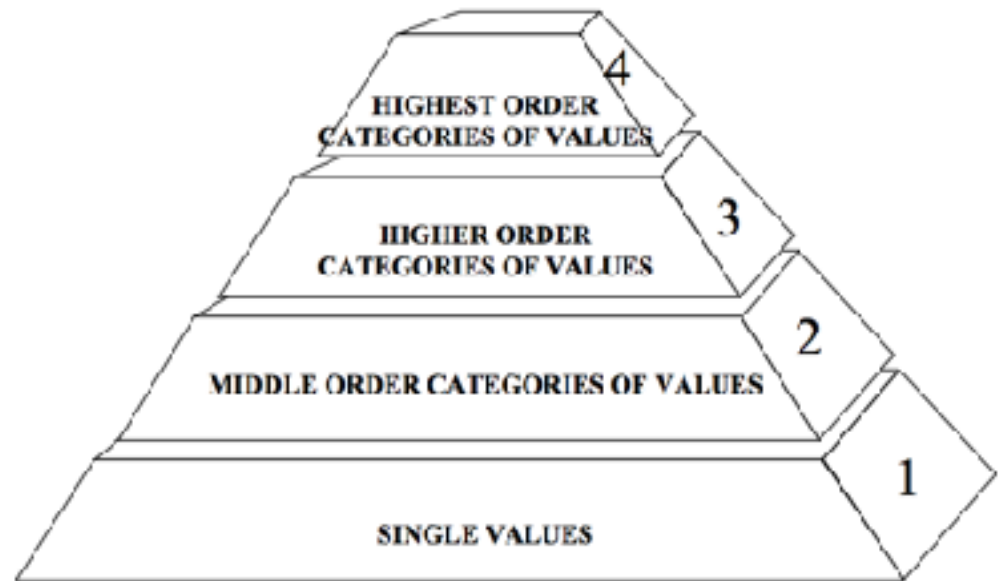
ARTISTIC ENJOYMENT

POLITICAL SUCCESS

EXCEEDING AND SURPASSING OTHER PEOPLE

Taxonomic structure of values

- Hypothetical hierarchical structure of value universe.
- On the basis of the intercorrelations between single values we can hypothesize categories of values at higher levels of generality. According to our previous research, three higher levels are the most prominent. The entire model encompasses thus four levels of the hierarchical structure of values.



**DIONYSIAN
VALUES**

**APOLLONIAN
VALUES**

*highest range categories
(macrodimensions)*

**HEDONIC
VALUES**

**POTENCY
VALUES**

**MORAL
VALUES**

**FULFILMENT
(HUMANISTIC)
VALUES**

*higher range categories
(value types)*

sensual
health
security

status
patriotic
legalistic

traditional
family
societal

cultural, aesthetic
actualisation
cognitive
religious

*middle range categories
(value facets)*

joy,
entertainment,
sociability,
exciting life,
comfortable life,
sexual
satisfaction, good
food, free
movement,
freedom,

health

security, rest

power, reputation,
famousness,
money, political
success, overridig
others, longevity

patriotism,
national pride

order, laws

honesty,
benevolence,
diligence

family happiness,
good partnership,
love for children,
love, hope

equity, national
equality, peace,
concordance,
justice, (freedom)

culture, arts, creativity
beauty, nature

self-actualization,
knowledge, progress,

truth, wisdom

faith in God

specific (single) values

DIONYSIAN	HEDONISTIC	sensual health security	joy, entertainment, sociability, exciting life, comfortable life, sexual satisfaction, good food, free movement health security, rest
	POTENCY	status patriotic legal	power, reputation, celebrity, money, political success, exceeding others, longevity patriotism, national pride order, respect of laws
APOLLONIAN	MORAL	traditional social (familial) democratic (societal)	honesty, benevolence, diligence family happiness, good partnership, love for children, love, hope freedom, equity, national equality, peace, concordance, justice
	FULFILMENT	cognitive cultural aesthetic/natural self-actualizing spritual /religious	truth, wisdom culture, arts, creativity beauty, nature self-actualisation faith in God, religious belief
<u>LEVEL I</u>	<i>LEVEL II</i>	<i>LEVEL III</i>	<i>LEVEL IV</i>

Developmental hierarchy of values



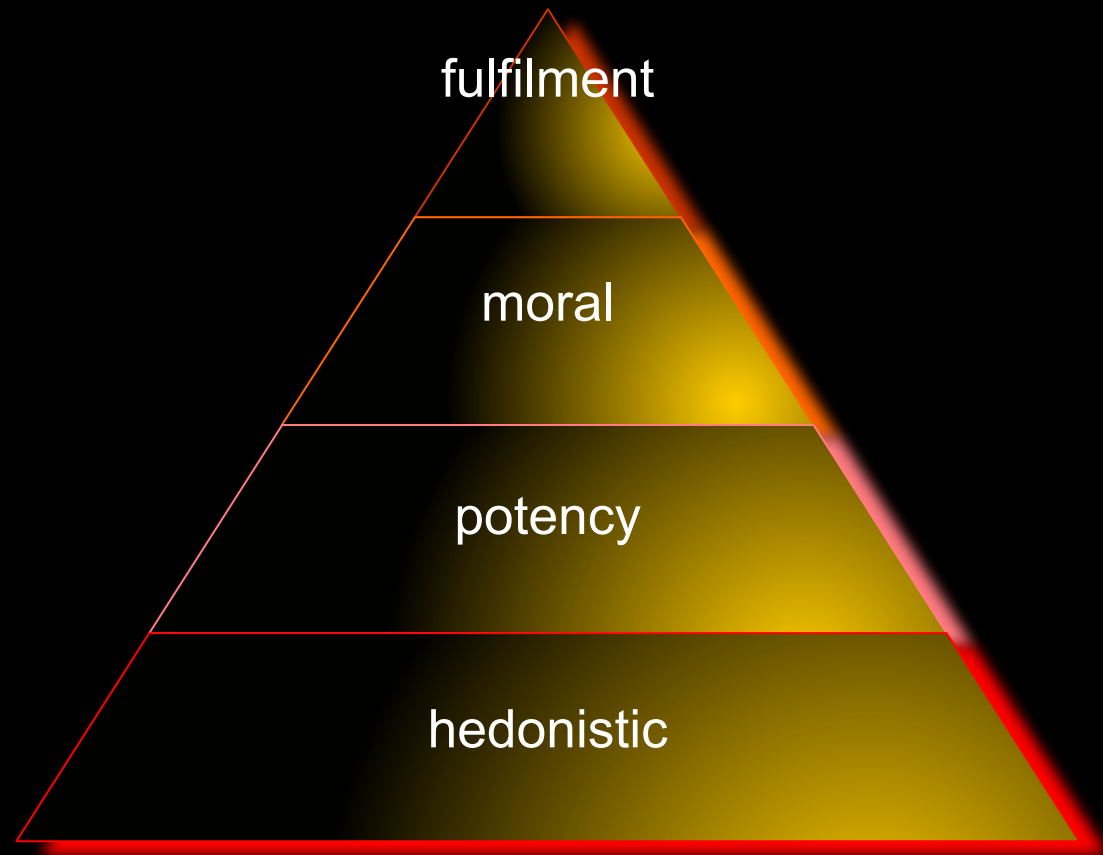
fulfilment

moral

potency

hedonistic

- Developmental hierarchy of values.
- In the life of adult person the importance of different value categories shifts consecutively from hedonic (hedonistic) to potency, moral and fulfillment values (from dionysian to apollonian).
- The shift has to be understood in relative, not in absolute terms (in absolute terms, apollonian values always outweigh the dionysian)



Cultural stability of values

- General value categories or dimensions are culturally stable
- The higher the level of generality, the greater the cross-cultural consistency
- Cross-cultural differences do exist in rated relative importance of values and value categories, nevertheless, they are not very extensive
- These differences also increase with decreasing level of generality of the value universe

Other differences in value orientations

- Sex/gender
 - women more apollonian, men more dionysian
- Yet not connected with basic psychological or personality domains such as
 - Basic personality dimensions (low correlations with values)
 - Abilities, e.g. intelligence
- All important psychological domains (personality dimensions, abilities, motives and values) contribute to the successful life. From the evolutionary point of view it could be desirable that those domains would not be highly correlated. If they would be correlated, then our maneuvering place for better adjustment would be more restricted. If not, the strength in one domain could recompensate the adaptational deficiencies in other domain more properly.

Values as predictors

- Predictive power of values more essential than usually conceived
- Important and long-term choices and decisions in our life
 - Educational, vocational, career decisions and choices
 - Many other important decisions, choices and beliefs in our life
- Religious and political orientations/affiliations
- Hobbies and leisure activities
- Relationships with partners and family members, marital and family decisions
- Well-being and psychological health
 - More connected with realization of values than importance of values
- Attitudes and beliefs
 - Almost all important general beliefs and attitudes
 - Toward minorities and immigrants, abortion, death penalty, euthanasia...

Some results of regression analyses

Dependent in the model	R square	Number of values, predictors in the model
Age	0.30; 0.39 (0.39*)	16; 17 (10*)
Sex/gender	0.12; 0.19	11; 5
Academic orientation	0.66	All values of MVS
Religiosity	0.71	9
Spiritual intelligence	0.45	7
Well-being	0.23 (0.39*)	6 (7*)
Happiness, life satisfaction	0.16; 0.19; 0.44 (0.34*; 0.54*)	6; 15; 6 (10*; 8*)
Marital status	0.24 (0.31*)	11 (11*)
Satisfaction with partner	0.07 (0.52*)	3 (3*)
Number of children	0.13; 0.31 (0.32*)	10; 10 (8*)
Political orientation	0.33	5
Attitudes toward immigrants	0.45	5
Tolerance	0.36	13
Education	0.30	15
SES	0.12	10
Income	0.10	8
Intelligence (crystallized)	0.12	3
Big Five	0.04 – 0.34 (0.12-0,35*)	3-11 (4-12*)
General personality factor (GFP)	0.11; 0.19 (0.18*)	7; 11 (6*)

* Fulfilment (realization) of values in the life

Further results

Dependent in the model	R square	Number of values, predictors in the model
Emotional intelligence	0,18; 0,32	3; 4
Approach/avoidance (BAS)	0.17 (0.23*)	2 (4*)
Approach/avoidance (BIS)	0.50 (0.41*)	5 (3*)
Inspiration	0.37 (0.33*)	7 (5*)
Flow state	0.47	5
Positive affect	0.15 (0.42*)	8 (4*)
Negative affect	0.20 (0.77*)	14 (6*)
Optimism	0,23; 0.48	4; 5
Hope	0.50	5
Self-esteem	0.36	7
Global self-concept	0.18	3
Independent self	0.40	7
Interdependent self	0.61	7
Personal hardiness	0.13	6
Distress	0.17	5
Coping strategies	0.16	5
Academic success	0.20	7
Personal growth	0.33; 0.69	13; 8
Global self-efficacy	0.16	6
Social desirability	0.35 (0,28*)	4 (2*)

* Fulfilment (realization) of values in the life

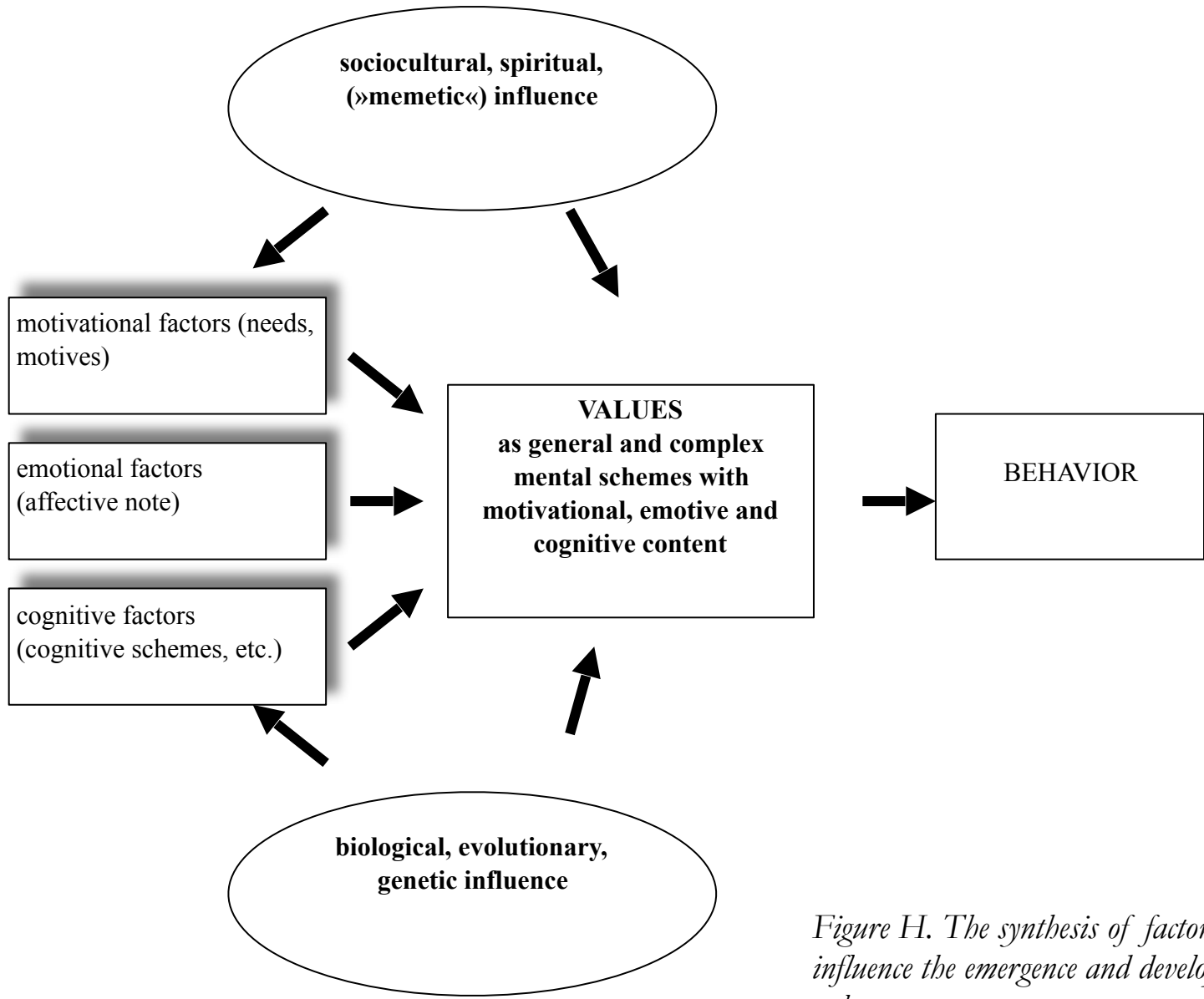


Figure H. The synthesis of factors that causally influence the emergence and development of values.

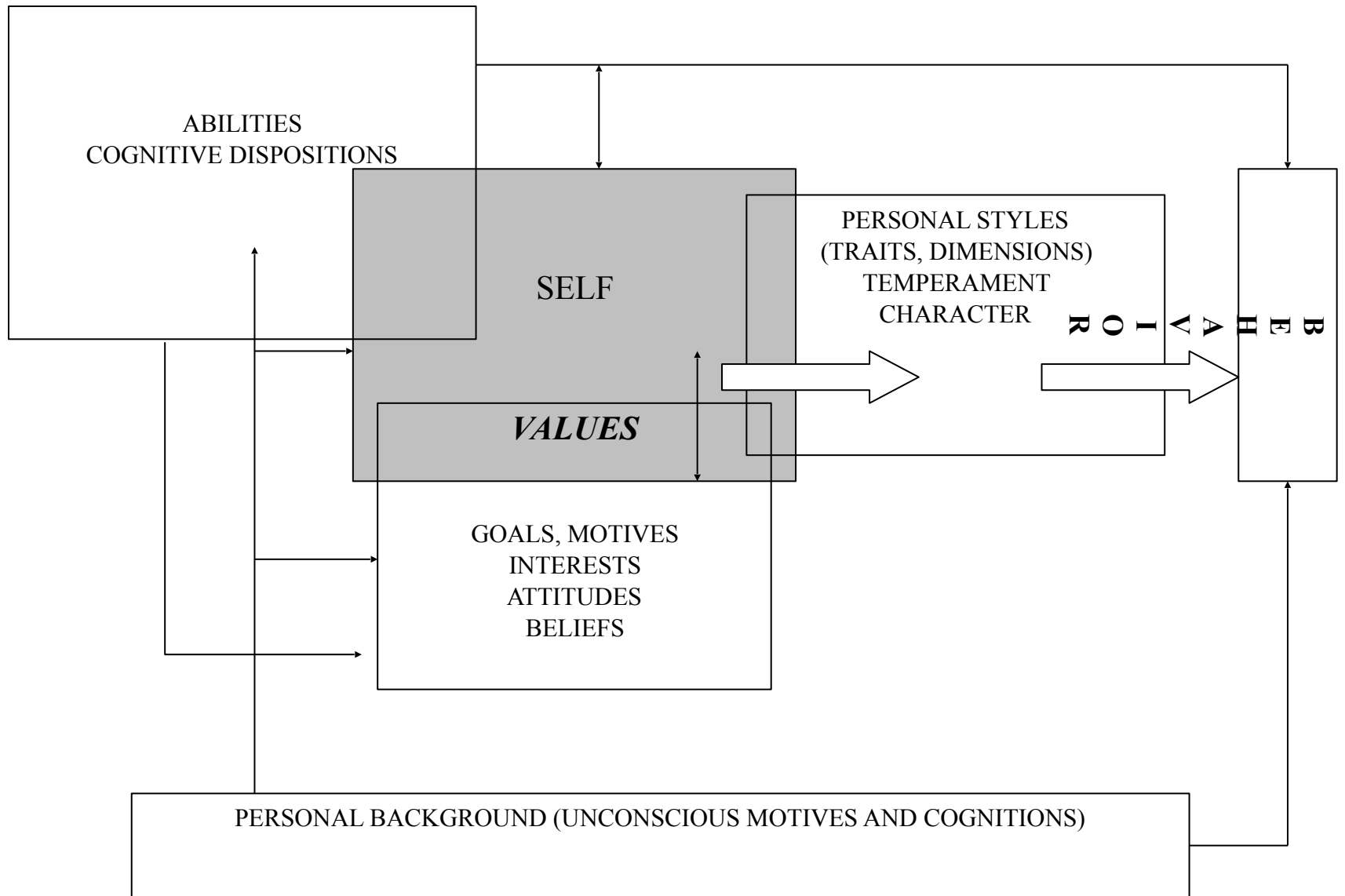
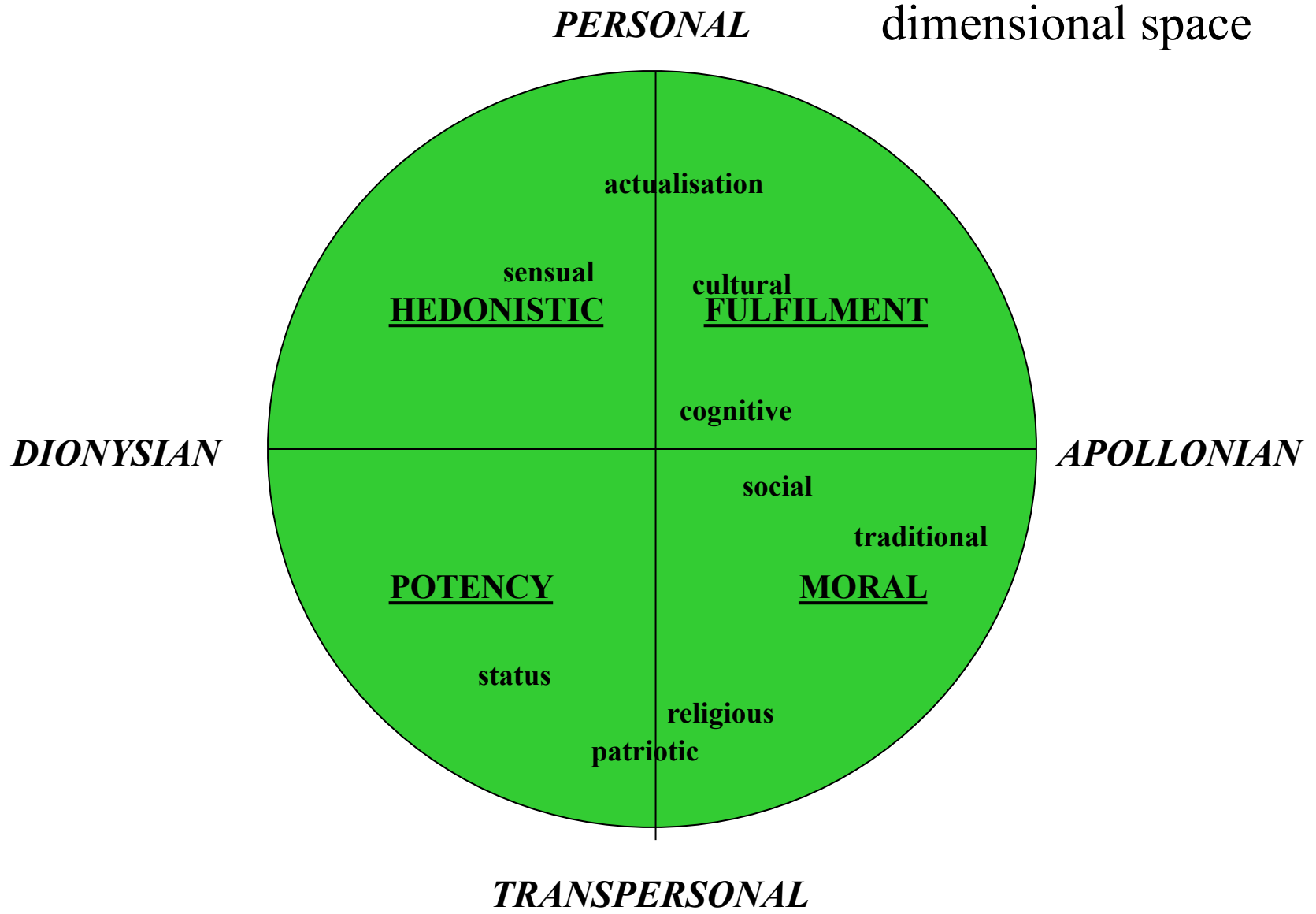


Figure I. Values integrated into the system of personality. Values as higher order determinants of conative (motivational) part of the personality are integrated into the self, which is the major directive instance of personality. The entire behavior is the result of the interplay of all parts of the personality including the cognitive and dispositional aspects (abilities, etc.). This interplay is stylistically performed by means of (temperament) personality traits and cognitive styles.

Brief conclusion

- On the basis of our research we can generally confirm the proposed comprehensive theoretical model of values, which integrates
 - descriptive-taxonomic and etiologial aspects of values, encompassing among other
 - the structural hierarchy od values
 - the developmental hierarchy
 - cross-cultural stability of value dimensions
 - and powerful predictive role of values in our life

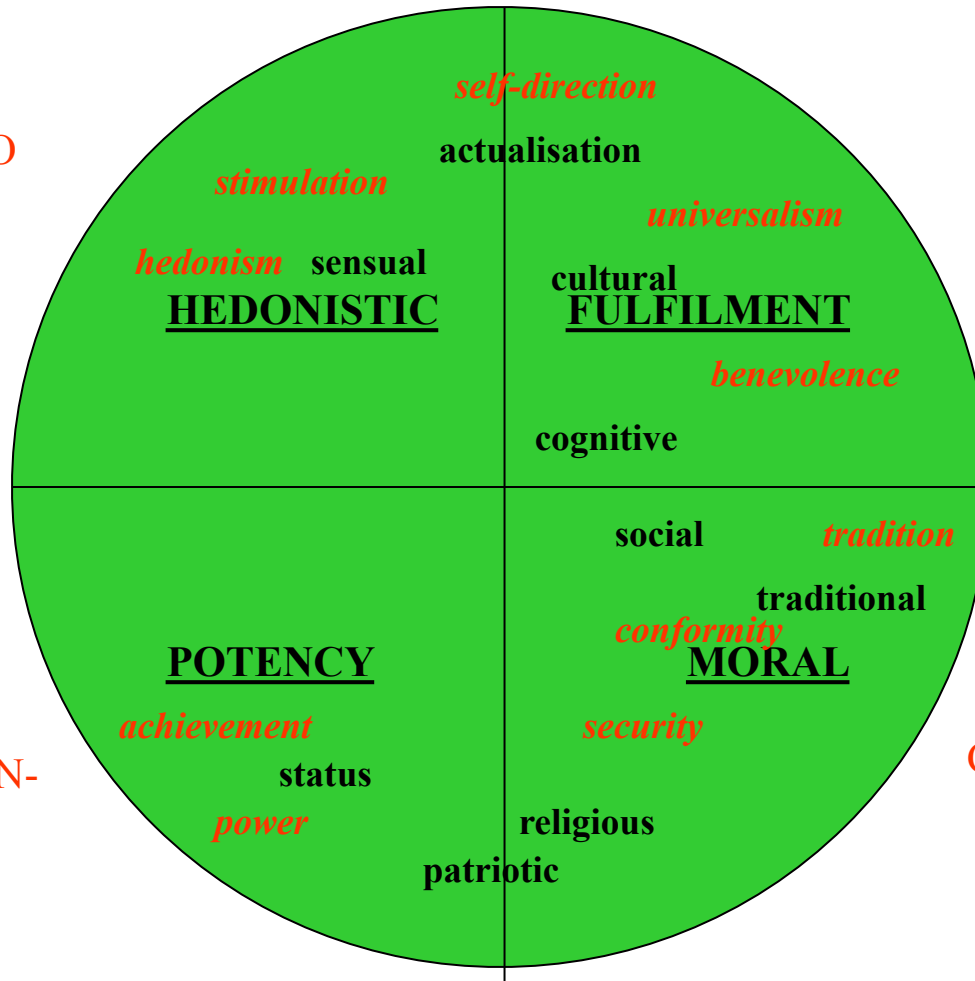
Value categories in two-dimensional space



PERSONAL

OPENNESS TO
CHANGE

SELF-TRANSCEN-
DENCE



DIONYSIAN

APOLLONIAN

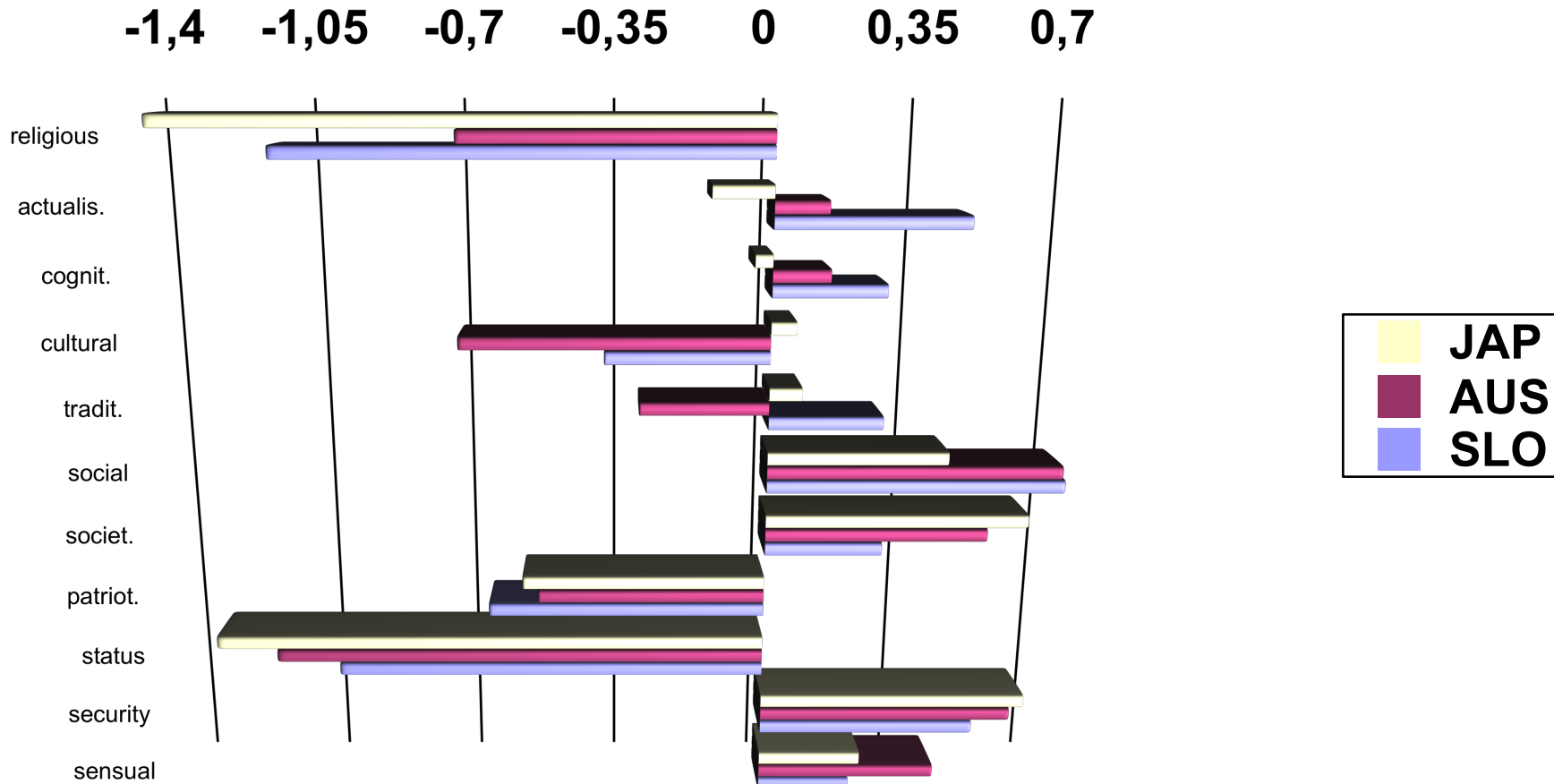
SELF- ENHAN-
CEMENT

CONSERVATION

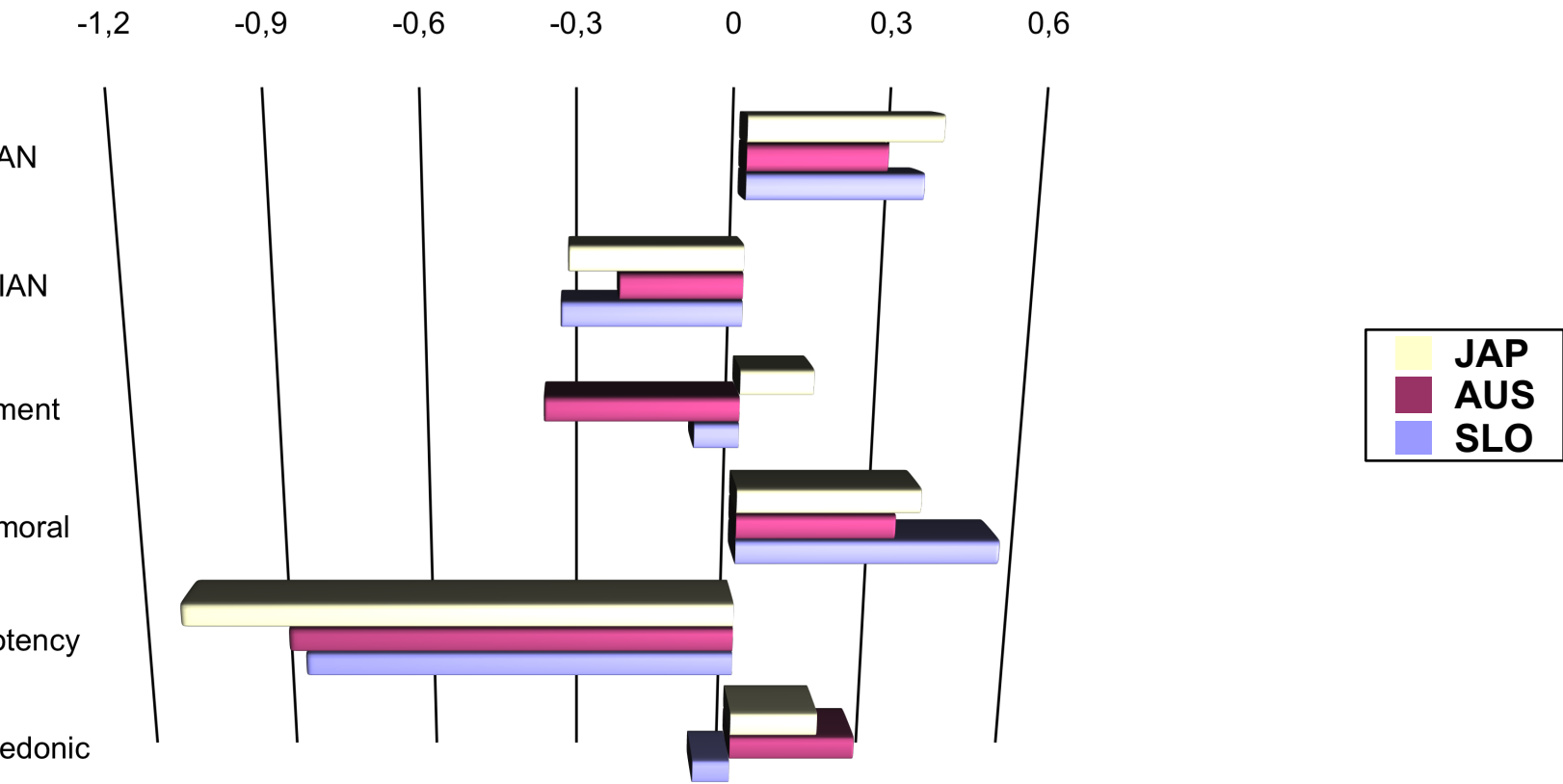
TRANSPERSONAL

	SLO	AUS	JAP
SLO	1.00	.85	.76
AUS	.85	1.00	.71
JAP	.76	.71	1.00

*Correlations between
value-rankings of three
national samples*



Standardised importance ratings for middle range value categories in three national samples



Standardised importance ratings for higher and highest range value categories in three national samples