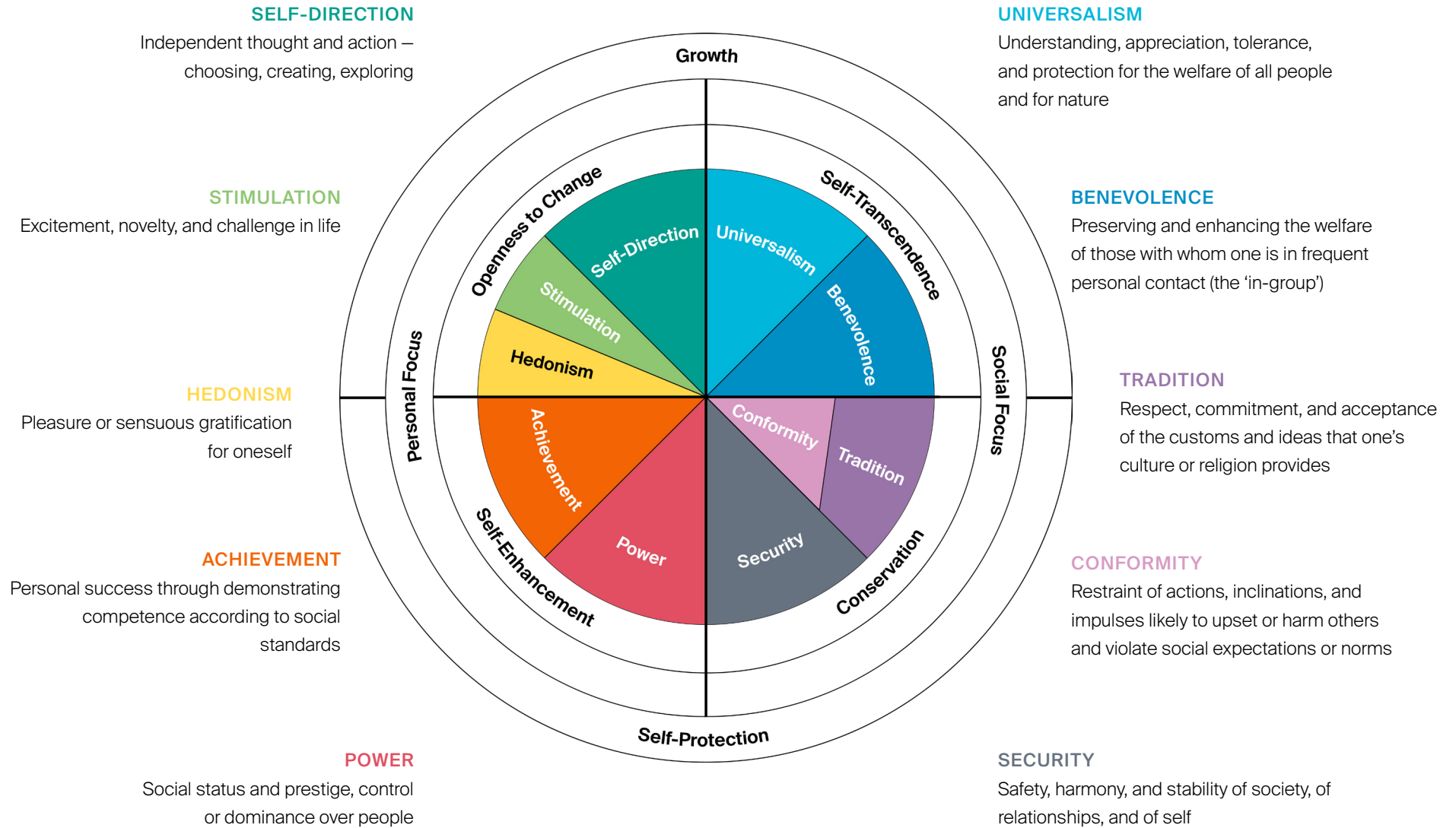


Schwartz Values Wheel



THE THEORY OF BASIC HUMAN VALUES

POWER

Social power
Authority
Wealth
Preservation of my public image
Social recognition

ACHIEVEMENT

Success
Capability
Ambition
Influence
Intelligence
Self-respect

HEDONISM

Pleasure
Enjoyment of life
Self-indulgence

STIMULATION

Daring
A varied life
An exciting life

SELF-DIRECTION

Creativity
Curiosity
Freedom
Choice of own goals
Independence
Privacy

UNIVERSALISM

Protection of the environment
A world of beauty
Unity with nature
Broad-mindedness
Social justice
Wisdom
Equality
A world at peace
Inner harmony

Benevolence

Helpfulness
Honesty
Forgiveness
Loyalty
Responsibility
True friendship
A spiritual life
Mature love
Meaning in life

TRADITION

Devoutness
Acceptance of my portion in life
Humility
Moderation
Respect for tradition

CONFORMITY

Politeness
Respect for parents and elders
Self-discipline
Obedience

SECURITY

Cleanliness
National security
Social order
Family security
Reciprocation of favors
Health
Sense of belonging

Source: Shalom H. Schwartz