

SELF-DIRECTION

Independent ●

Freedom ●

Curious ●

Creativity ●

Choosing
own goals ●

Privacy ●

Self-respect ●

Broadminded ●

Unity with nature ●

● A world of beauty

A world at peace ●

Wisdom ●

● Mature love

● True friendship

Meaning in life ●

Responsible ●

● Equality

● Protecting the environment

● Inner harmony

● Social justice

Helpful ●

● A spiritual life

● Forgiving

● Honest

● Loyal

UNIVERSALISM

STIMULATION

Daring ●

Variation
in life ●

● Excitement
in life

Enjoying life ●

Self-indulgent ●

● Pleasure

● Intelligent

HEDONISM

Capable ●

Successful ●

Influential ●

Ambitious ●

ACHIEVEMENT

Social
recognition ●

Wealth ●

● Authority

Social power ●

Preserving my
public image ●

POWER

● Healthy

Family security ●

Social order ●

● Clean

● Reciprocation
of favours

● National
security

Sense of
belonging ●

SECURITY

CONFORMITY

Self-discipline ●

Politeness ●

● Honouring
of elders

Obedient ●

● Humble

Detachment ●

● Respect
for tradition

● Devout

TRADITION

● Moderate

● Accepting my
portion in life

Self-Transcendence	INTRINSIC inherently rewarding to pursue	<p>Benevolence Preservation and enhancement of the welfare of people with whom one is in frequent personal contact.</p>	A Spiritual Life: emphasis on spiritual not material matters	
			Forgiving: willing to pardon others	
			Helpful: working for the welfare of others	
			Honest: genuine, sincere	
			Loyal: faithful to my friends, group	
			Mature Love: deep emotional and spiritual intimacy	
			Meaning In Life: a purpose in life	
			Responsible: dependable, reliable	
			True Friendship: close, supportive friends	
			Wisdom: a mature understanding of life	
Openness to Change		<p>Universalism Understanding, appreciation, tolerance and protection for the welfare of all people and for nature.</p>	A World at Peace: free of war and conflict	
			A World of Beauty: beauty of nature and the arts	
			Broadminded: tolerant of different ideas and beliefs	
			Equality: equal opportunity for all	
			Inner Harmony: at peace with myself	
			Protecting The Environment: preserving nature	
			Social Justice: correcting injustice, care for the weak	
			Unity with Nature: fitting into nature	
			Wisdom: a mature understanding of life	
			Choosing Own Goals: selecting own purposes	
		<p>Self-Direction Independent thought and action—choosing, creating, exploring.</p>	Creativity: uniqueness, imagination	
			Curious: interested in everything, exploring	
			Freedom: freedom of action and thought	
			Independent: self reliant, self sufficient	
			Privacy: the right to have a private sphere	
			Self-Respect: belief in one's own worth	
		<p>Stimulation Excitement, novelty and challenge in life.</p>	A Varied Life: filled with challenge, novelty and change	
			An Exciting Life: stimulating experiences	
			Daring: seeking adventure, risk	
			<p>Hedonism Pleasure and sensuous gratification for oneself.</p>	Enjoying Life: enjoying food, sex, leisure, etc.
				Pleasure: gratification of desires
				Self-Indulgent: doing pleasant things
Self-Enhancement	EXTRINSIC Based on external gratification or reward	<p>Achievement Competence according to social standards.</p>	Ambitious: hard working, aspiring	
			Capable: competent, effective, efficient	
			Influential: having an impact on people and events	
			Intelligent: logical, thinking	
			Successful: achieving goals	
			<p>Power Social status and prestige, control or dominance over people and resources.</p>	Authority: the right to lead or command
				Preserving My Public Image: protecting my 'face'
				Social Power: control over others, dominance
				Social Recognition: respect, approval by others
				Wealth: material possessions, money
Conservation		<p>Security Safety, harmony, and stability of society, of relationships, and of self.</p>	Clean: neat, tidy	
			Family Security: safety for loved ones	
			Healthy: not being sick physically or mentally	
			National Security: protection of my nation from enemies	
			Reciprocation of Favours: avoidance of indebtedness	
			Sense of Belonging: feeling that others care about me	
			Social Order: stability of society	
			<p>Tradition Respect and acceptance of the customs and ideas that traditional culture or religion provide the self.</p>	Accepting My Portion in Life: submitting to life's circumstances
				Detachment: from worldly concerns
				Devout: holding onto religious faith and belief
		Humble: modest, self effacing		
		Moderate: avoiding extremes of feeling and action		
		<p>Conformity Restraint of actions, inclinations and impulses.</p>	Respect for Tradition: preservation of time-honoured customs	
			Honouring of Elders: showing respect	
			Obedient: dutiful, meeting obligations	
Politeness: courtesy, good manners				
Self-Discipline: self-restraint, resistance to temptation				