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## ***THE THEORY OF BASIC HUMAN VALUES***

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### **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

Curious

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*

# SCHWARTZ VALUES WHEEL

