

## **TYPES OF VALUES**

According to M. Rokeach (The Nature of Human Values, New York; Free Press, 1973) there are two types of values:

i. Instrumental values are those values concerning the way we approach end states These relates to means for achieving desired results. That is do we believe in ambitions, cleanliness, honesty or obedience, courage, etc. what factors guide our everyday behaviour?

ii. Terminal values are those end-state goals that we praise such as comfortable life, sense of accomplishment, equality among all people, self-respect, family security.

Both sets of values have significant influences on daily behavior at work.

People are influenced by a wide variety of personal values. In fact, it has been argued that values represent a major influence on how we process information, how we feel about issues, and how we behave, below are listed two sets of statements of personal values. The first list presents several instrumental values, while the second list presents several terminal values.

### **Instrumental Values**

- Assertiveness; standing up for yourself
- Being helpful or caring toward others
- Dependability; being counted upon by others
- Education and intellectual pursuits
- Hard work and achievement
- Obedience; following the wishes of others
- Open-mindedness; receptivity to new ideas
- Self-sufficiency; independence
- Truthfulness; honesty
- Being well-mannered and courteous toward others

### **Terminal Values**

- Happiness; satisfaction in life
- Knowledge and wisdom
- Peace and harmony in the world
- Pride in accomplishment
- Prosperity; wealth
- Lasting friendships
- Recognition from peers
- Salvation; finding eternal life
- Security; freedom from threat

According to Jones, E.E and Gerard (1967) anything "for which the individuals strives, or approaches, extols, embraces, voluntarily consumes, incurs expense to acquire is a positive value. Anything that the individual avoids, escapes from, deplores, rejects, or attacks is a negative value."

These are the values for which an individual strives.

### **VALUES FORMULATION**

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An individual is likely to embrace values from the following sources

1. Genetic Source
  2. Environmental source
  3. From superior like parents, teachers and great personalities
  4. Own family source
  5. Through education, newspapers, magazines, film and television etc.
1. A significant portion is genetically determined say about 40 percent.
  2. Environmental factors. The rest is due to factors like culture, parental dictates, teachers, friends and similar environmental influences. In every culture certain values have developed over

time such as in USA-achievement, equity and democracy, etc. as societal values. They change very slowly.

3. Values we hold are established in our early years-from parents, teacher, and friends, etc.- on topics as educational, sex and politics. For instance, we are taught that lying and stealing is always unacceptable. So values secure them firmly in our belief system.

As you grow old, values may undergo change. For example, in high school, if you join social club who believe that "every person should carry a gun", you change your values to align with club members carry guns and they are bad."

Figure on next page shows that a person's ethics are formulated through the operation of five key forces in the individual's environment:

- i. Family influences;
- ii. Peer influences;
- iii. Experiences;
- iv. Values and morals; and
- v. Situation factors (Griffin, 1990, pp.809-10).

#### **i. Family Influences**

The formulation of ethics begins when the individual is a small child. Thus, the family environment has significant influence in determining what the child learns about good and bad, right and wrong. Typically, when parents demonstrate high ethical standards, rewarding good behavior and punishing bad behavior, the child will adopt similar ethical standards.

#### **ii. Peer influences**

As the child develops contacts outside the home through school, play, and work, peers exert considerable influences on the individual's ethical beliefs. If the child makes friends that conduct themselves within high ethical standards, he or she will come to adopt those same standards. On the other hand, if the child makes friends with peers who steal and use drugs, the child will probably accept those behaviors as being ethical.



### Determinants of Individual Ethics



#### I. Experiences

As a person matures and develops as a human being, he or she will be exposed to many critical experiences that will affect his or her ethical standards. If a person is punished or not appropriately rewarded for "good" behavior, while others are seen as rewarded for "bad" behavior, the person will probably alter both ethical standards and behavioral patterns.

#### II. Values and Morals

One's ethical standards are also greatly influenced by values and morals. People who place a high value on money and material possessions may not have strong ethical standards regarding behaviors that facilitate the accumulation of that wealth. People who value the quality of life enjoyed by all living creatures will probably have strong ethics with respect to the proper treatment of others.

#### III. Situational Factors

People often change their ethics in response to unforeseen situational factors. An employee, who is threatened with losing a job that has been held for years, may commit unethical acts in order to save the job. A father with a sick child might use the threat of physical violence to secure treatment for the child at an understaffed clinic.

### INFLUENCE OF VALUES IN ORGANIZATIONS

An individual's value system influences an individual's perceptions, attitudes, behaviour and judgments of all employees in the organization