

# Human Values

- According to Father of Indian Nation M.K.Gandhi

"If wealth is lost nothing is lost"

"If health is lost something is lost"

**"If character is lost everything is lost"**

Best of all things is character.

- The **Rokeach Value Survey (RVS)** is a classification system of values. Developed by social psychologist Milton Rokeach, the system consists of two sets of values, 18 individual value items in each. One set is called *terminal values* the other *instrumental values*.
- RVS is based on a 1968 volume (*Beliefs, Attitudes, and Values*), which presented the philosophical basis for the association of fundamental values with beliefs and attitudes. His value system was instrumentalised into the Rokeach Value Survey in his 1973 book.

*“ The Nature of Human Values ”*

# Values

- Concepts or beliefs that guide how we make decisions and evaluations of behaviors and events.
- Human values determine how person will behave in a particular situation.

**Value System:** Hierarchy of values listed in an order. This will prioritize the values of the individual.

# Types of values

- **Terminal values:** Goals that individuals would like to achieve during their lifetime.
- **Instrumental values:** Preferable ways of behaving.

Instrumental Values are preferable modes of behavior or means of achieving one's terminal values.

# Importance of values

- Values generally influence attitudes and behavior.
- Values of a person are very much influenced by culture and civilization of the person.
- A person with proper values will not be afraid to face problems. He or she will expect and accept them as part of life. He or she will not give unnecessary importance to anything that happens in life.

- Our values and morals are a reflection of our spirituality; our character and makes our personality.
- Value education means inculcating the sense of humanism in the children, a deep concern for the well being of others and the nation.
- We must love our own values in life, to build a strong character. It will help us to lead our life as it should be. It is very necessary for the fulfillment of life's purpose.

## **The Terminal values in RVS are:**

- True Friendship
- Mature Love
- Self-Respect
- Happiness
- Inner Harmony
- Equality
- Freedom
- Pleasure



- Social Recognition
- Wisdom: knowledge, understanding
- Salvation: Saving or protecting from harm
- Family Security
- National Security
- A Sense of Accomplishment: success, achievement
- A World of Beauty
- A World at Peace
- A Comfortable Life
- An Exciting Life

# Instrumental Values

- *Cheerfulness*
- *Ambition*
- *Love*
- *Cleanliness*
- *Self-Control*
- *Capability*
- *Courage*
- *Politeness*
- *Honesty*
- *Imagination*

- *Independence*
- *Intellect*
- *Broad-Mindedness*
- *Logic*
- *Obedience*
- *Helpfulness*
- *Responsibility*
- *Forgiveness*

# Reference

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- Robbins, S.P., Organizational Behavior, Prentice Hall of India (2007)8th ed