

Category	Principles
Self-direction	<p>Personal Choice: Does the comment mention the user's autonomy in choosing or customizing software features?</p> <p>Independence: Does it emphasize the user's sense of autonomy and control while using the software?</p> <p>Exploration and Innovation: Does it show a positive attitude towards exploring new features or using different methods?</p>
Stimulation	<p>Novelty and Adventure: Does the comment mention new experiences, challenges, or excitement brought by the software?</p> <p>Seeking Change: Does it express a desire for the software to provide diversity, innovation, or different features?</p> <p>Creative Expression: Does the comment showcase creative or unique ways of using the software?</p>
Hedonism	<p>Pleasurable Experience: Does the comment mention enjoyable feelings or fun derived from using the software?</p> <p>Entertainment Function: Does it emphasize the software's value in providing entertainment, relaxation, or enjoyment?</p> <p>Enjoying Convenience: Does the comment mention the software's role in improving quality of life or providing comfort?</p>
Achievement	<p>Goal-Oriented: Does the comment mention achieving a goal or a successful experience while using the software?</p> <p>Performance Evaluation: Does it assess how the software helps the user increase efficiency, complete tasks, or achieve set objectives?</p> <p>Positive Feedback: Does the comment express appreciation for the software's functions or performance?</p>
Power	<p>Sense of Control: Does the comment mention the user's sense of control or dominance while using the software?</p> <p>Influence: Does it highlight the software's ability to help users influence others or change outcomes?</p> <p>Status and Competition: Does it involve enhancing the user's status or competitiveness within a community or environment through the software?</p>
Security	<p>Stability: Does the comment mention the software's stability and reliability?</p> <p>Data Protection: Does it emphasize the software's performance in protecting user data, privacy, and security?</p> <p>User Trust: Does the comment mention the user's sense of trust in the software?</p>
Conformity	<p>Adherence to Norms: Does the comment mention the user's recognition of following established standards or conventions in using the software?</p> <p>Adaptability: Does it emphasize the software's performance in meeting societal or user expectations?</p> <p>Social Acceptance: Does it involve the software's applicability or wide acceptance in social contexts?</p>
Tradition	<p>Traditional Values: Does the comment mention recognition of traditional features or characteristics upheld by the software?</p> <p>Cultural Context: Does it emphasize the software's applicability within a particular cultural or historical context?</p> <p>Habits and Customs: Does the comment mention the software's alignment with the user's habits or community practices?</p>

Benevolence	<p>Caring for Others: Does the comment mention the software's performance in helping users interact or communicate better with others?</p> <p>Social Responsibility: Does it emphasize the software's role in promoting social welfare, community support, or positive relationships among users?</p> <p>User Experience: Does it mention the friendly and supportive features provided by the software?</p>
Universalism	<p>Global Perspective: Does the comment mention the software's role in promoting global awareness, cultural diversity, or cross-cultural communication?</p> <p>Environmental Awareness: Does it emphasize the software's support for sustainability, environmental protection, or social justice?</p> <p>Inclusivity: Does the comment involve how the software meets the needs of different groups or promotes inclusivity and fairness?</p>