A brief introduction to Personal Values

Schwartz defines values as "deeply rooted, abstract motivations that guide, justify or explain attitudes, norms, opinions and actions" (Schwartz, 2003). Furthermore, he adds that values are beliefs linked to personal feelings and desirable goals. Values are ordered by importance relative to one another, and such relative importance subconsciously guides actions and judgment (Schwartz, 2012). Schwartz proposes the following ten *basic values*:

> *Self-Direction, Stimulation, Hedonism, Achievement, Power,*
> *Security, Conformity, Tradition, Benevolence, Universalism*

This list is composed of values applicable to all cultures and contexts. However, as Schwartz points out, not all values are relevant in all contexts. Furthermore, such values are described in a rather general fashion, in order to be applicable to all contexts and domains.

Personal Values in this experiment

The Schwartz value list is an example of a list of general values (other such lists of general values also exist). In this project, we aim at crafting a value list specific to a context of discussion.

To better understand the concept of context-specific values, consider the Schwartz value of *security*. Now, think about what security means in the context of "driving a car" vs. "browsing the internet." In the context of "driving a car" security may entail *safety* and in the context of "browsing the internet" security may entertain *privacy*. We treat safety and privacy as context-specific values.

Further, the meaning of a value can also be context specific. For example, the value of 'privacy' may mean different things when "browsing the Internet" vs. "walking through public spaces". We would like you to capture such context-specific meanings via a list of *keywords* for each value. The keywords are intended to represent *triggers* for the value in the domain: words or short expressions which, when read in the context, lead you to think about that value. For example, you can define the value of privacy in two different contexts as follows.

- *Value*: Privacy
  Context: browsing the Internet
  Keywords: anonymity, data collection, third-party cookies
- *Value*: Privacy
  Context: walking through public spaces
  Keywords: cameras, facial recognition, personal identification

References:

Schwartz, Shalom H. "A proposal for measuring value orientations across nations." *Questionnaire package of the european social survey* 259.290 (2003): 261.
Schwartz, Shalom H. "An overview of the Schwartz theory of basic values." *Online readings in Psychology and Culture* 2.1 (2012): 2307-0919.