

### Introduction

A college professor's analysis of basic values of the American people.

<http://www.andrews.edu/~tidwell/bsad560/USValues.html>

Charles H. Tidwell, Jr., PhD

Dean, Affiliation and Extension Programs

Associate Registrar

Professor of English, Communication, International Business

### Values 1-5

#### 1. Individualism

- Belief that each person is unique, special and a "basic unit of nature"
- Emphasis on individual initiative
- Stress need for independence
- Premium on individual expression
- Value privacy

#### 2. Equality

- Open society that ideally treats everyone equally
- Little hierarchy
- Informal
- Directness in relations with others

#### 3. Materialism

- A "right" to be well off and physically comfortable
- Judge people by their possessions

#### 4. Science and technology

- Values scientific approaches
- Primary source of good
- Major factor in change

#### 5. Progress and change

- Belief in changing self and country
- "Manifest Destiny"
- Optimism -- nothing is impossible

### Values

TERMINAL VALUES	INSTRUMENTAL VALUES
<ul style="list-style-type: none"> <li>• True Friendship</li> <li>• Mature Love</li> <li>• Self-Respect</li> <li>• Happiness</li> <li>• Inner Harmony</li> <li>• Equality</li> <li>• Freedom</li> <li>• Pleasure</li> <li>• Social Recognition</li> <li>• Wisdom</li> <li>• Salvation</li> <li>• Family Security</li> <li>• National Security</li> <li>• A Sense of Accomplishment</li> <li>• A World of Beauty</li> <li>• A World at Peace</li> <li>• A Comfortable Life</li> <li>• An Exciting Life</li> </ul>	<ul style="list-style-type: none"> <li>• Cheerfulness</li> <li>• Ambition</li> <li>• Love</li> <li>• Cleanliness</li> <li>• Self-Control</li> <li>• Capability</li> <li>• Courage</li> <li>• Politeness</li> <li>• Honesty</li> <li>• Imagination</li> <li>• Independence</li> <li>• Intellect</li> <li>• Broad-Mindedness</li> <li>• Logic</li> <li>• Obedience</li> <li>• Helpfulness</li> <li>• Responsibility</li> <li>• Forgiveness</li> </ul>

Rokeach, M. (1973). The Nature of Human Values. New York: The Free Press.  
Rokeach, M. (1968). Beliefs, attitudes, and values: A theory of organization and change. San Francisco: Jossey-Bass.  
Jahromi, Charles S. (1985). The Rokeach Value Survey: Uncovering structure and multidimensional scaling. Journal of Psychology, 120(5), 585-597.

10/29

### Values 6-10

#### 6. Work and Leisure

- Strong work ethic
- Work is the basis of recognition, power.
- Idleness seen as a threat to society
- Leisure is a reward for hard work

#### 7. Competition

- Aggressive and competitive nature encouraged
- Be First (#1) mentality

#### 8. Mobility

- A people on the move
- Vertical (social / economic) as well as physical mobility

#### 9. Volunteerism

- Belief in helping others (related to equality concept)
- Philanthropy admired
- A personal choice not a communal expectation
- Involves associations / denominations rather than kin-groups

#### 10. Action and Achievement oriented

- Emphasis on getting things done
- Priority on planning and setting goals
- Tendency to be brief and business like,
- Practical
- Measure results
- Focus on function and pragmatism