

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

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.
 Johnson, Charles S. (1969). The Rokeach Value Survey: Underlying structure and multidimensional scaling. Journal of Psychology, 129(5), 585-597.

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