

Values / HS2010
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Values are complex and multidimensional concepts that are hard to measure. Therefore, it is not surprising that the literature has offered several approaches to measure them. Interestingly, these approaches emerged from different disciplines. The most famous theories are Schwartz' individual and societal level theory of human values that emerged from his social psychological studies, or Inglehart's theory of materialism-postmaterialism. However, there are other proposals, such as Hofstede's theory of work values, or Rokeach's theory. These theories suggest that values are multidimensional, influenced by different factors and have different consequences. Furthermore, on the cultural level some theories have argued that societies may be characterized by certain values. During the seminar we will discuss studies that present how values are conceptualized, measured and empirically applied according to different theories. Furthermore, we will discuss studies that link values to external individual and societal (macro) variables in a theory-driven way. We will conduct focus groups on questions to measure values as they appear in different large cross cultural data sets such as the European Social Survey (ESS) or the World Value Survey (WVS). Some of the participants will present their qualitative analyses of the focus group discussions. The requirements are presence and active participation, a presentation and writing an essay at the end of the seminar. Reading the paper/s to be presented in the next meetings is necessary for lively discussions and is therefore required.

During the semester break (summer break) participants should: a) read the 5 basic texts (see below), b.) think about a topic from the course program (see below) which would be most interesting to them to present, and c) communicate their preferences (up to three) about which paper they would like to present via e-mail to: latcheva@soziologie.uzh.ch and d) make further literature search about this topic.

Course plan:

Meeting 1) Introduction

Meeting 2) Focus group on the values questions of the Schwartz inventory

Meeting 3) Focus group on the value questions of the Inglehart inventory

Meeting 4) Schwartz's value inventory: The individual level

Schwartz, Shalom H. 1992. "Universals in the Content and Structure of Values: Theoretical Advances and Empirical Tests in 20 Countries." *Advances in Experimental Social Psychology* 25: 1-65.

Optional:

Schwartz, Shalom H. 1994. "Are there universal aspects in the content and structure of values?" *Journal of Social Issues* 50: 19-45.

Meeting 5) Schwartz's value inventory: The individual and the macro levels

Schwartz, Shalom H. 2006. *A Theory of Cultural Value Orientations: Explication and Applications*. *Comparative Sociology* 5: 137-182.

Optional:

Schwartz, Shalom H., Gila Melech, Arielle Lehmann, Steven Burgess, Mari Harris, and Vicki Owens. 2001. "Extending the Cross-Cultural Validity of the Theory of Basic Human Values with a Different Method of Measurement." *Journal of Cross Cultural Psychology* 32: 519-542.

Schwartz, S.H. and Boehnke, K. (2004) 'Evaluating the Structure of Human Values with Confirmatory Factor Analysis', *Journal of Research in Personality* 38: 230-255.

Meeting 6) Schwartz's value inventory: Antecedents and consequences

Schwartz, Shalom H. 2007. "Value Orientations: Measurement, Antecedents and Consequences across Nations." Pp. 161-193, in *Measuring Attitudes Cross-Nationally - Lessons from the European Social Survey* edited by Roger Jowell, Caroline Roberts, and Rory Fitzgerald, London: Sage.

Optional:

Davidov, E. (2010). Testing for comparability of human values across countries and time with the third round of the European Social Survey. *International Journal of Comparative Sociology*.

Davidov E, Meuleman B, Billiet J, and Schmidt P (2008). Values and support for immigration. A cross country comparison. *European Sociological Review* 24: 583–599.

Davidov, E., P. Schmidt and S.H. Schwartz (2008). Bringing values back in. The adequacy of the European Social Survey to measure values in 20 countries. *Public Opinion Quarterly*, 72, 420-445.

Meeting 7) Inglehart's value inventory

Inglehart, R. and W. E. Baker (2000). Modernization, cultural change, and the persistence of traditional values. *American Sociological Review*, 65, 19-51.

Optional:

Welzel, C. (2009). How Selfish Are Self-Expression Values? A Civicness Test. *Journal of cross-cultural psychology*.

Opp, K.-D. (1990). Postmaterialism, collective action and political protest. *American Journal of Political Science*, 34, 212-235.

Meeting 8) Presentations of analysis of focus group discussions**Meeting 9) The role of values in sociology**

Hitlin S, Piliavin JA (2004) Values: Reviving a dormant concept. *Annual Review of Sociology* 30: 359–393.

Meeting 10) Hofstede

Hofstede G (2001) *Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations across Nations*, 2nd edn. Thousand Oaks, CA: SAGE.

Meeting 11) Rokeach

Rokeach M (1973) *The Nature of Human Values*. New York: Free Press.

Rokeach M (1979) Change and stability in American value systems, 1968–1971. In: Rokeach M (ed.), *Understanding Human Values. Individual and Societal*. New York: The Free Press, 15–46.

Rokeach M, Ball-Rokeach S (1989) Stability and change in American value priorities, 1968–1981. *American Psychologist* 44: 775–784.

Meeting 12) Values and attitudes

Oreg, S., & Katz-Gerro, T. (2006). Predicting proenvironmental behavior cross-nationally: Values, the theory of planned behavior, and value-belief-norm theory. *Environment and Behavior*, 38, 462-483.

Optional:

Maio, G. R., & Olson, J. M. (1995). Relations between values, attitudes, and behavioral intentions: The moderating role of attitude function. *Journal of Experimental Social Psychology*, 31, 266-285.

Meeting 13) Religiosity

Jagodzinski, W. and K. Manabe (2009). On the similarity of religiosity in different cultures. Pp. 313-336 in Halle r, M., R. Jowell, and T.W. Smith (Eds.), *The international social survey program, 1984-2009: Charting the globe*, London and New York: Routledge.

Schwartz, S.H. and Huismans, S. (1995) 'Value Priorities and Religiosity in Four Western Religions', *Social Psychology Quarterly* 58: 88-107.

Optional:

Billiet, J. and B. Meuleman (2008). Religious diversity in Europe and its relation to social attitudes and value orientations. Paper presented at the miniconference for index construction, ESADE, Barcelona, April 2008.

Meeting 14) The measurement of culture

Taras, V., J. Rowney, and P. Steel (2009). Half a century of measuring culture: Review of approaches, challenges, and limitations based on the analysis of 121 instruments for quantifying culture. *Journal of International Management*, 15, 357-373.

Meeting 15) Summary, open questions

Literature to be read during the summer break:

1) Schwartz, Shalom H. 1992. "Universals in the Content and Structure of Values: Theoretical Advances and Empirical Tests in 20 Countries." *Advances in Experimental Social Psychology* 25: 1-65.

- 2) Schwartz, Shalom H. 2006. A Theory of Cultural Value Orientations: Explication and Applications. *Comparative Sociology* 5: 137-182.
- 3) Davidov E, Meuleman B, Billiet J, and Schmidt P (2008). Values and support for immigration. A cross country comparison. *European Sociological Review* 24: 583–599.
- 4) Inglehart, R. and W. E. Baker (2000). Modernization, cultural change, and the persistence of traditional values. *American Sociological Review*, 65, 19-51.
- 5) Hitlin S, Piliavin JA (2004) Values: Reviving a dormant concept. *Annual Review of Sociology* 30: 359–393.