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**


**Optional:**


**Meeting 5) Schwartzs’ value inventory: The individual and the macro levels**

Optional:


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

Optional:


Meeting 7) Inglehart’s value inventory

Optional:


Meeting 8) Presentations of analysis of focus group discussions

Meeting 9) The role of values in sociology

Meeting 10) Hofstede

**Meeting 11) Rokeach**


**Meeting 12) Values and attitudes**


Optional:


**Meeting 13) Religiosity**


Optional:


**Meeting 14) The measurement of culture**


**Meeting 15) Summary, open questions**

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**Literature to be read during the summer break:**