

**Values / Werte, HS2012, Eldad Davidov**  
**Course assistant: Rossalina Latcheva, latcheva@soziologie.uzh.ch**

Values are complex and multidimensional concepts that are hard to measure. Therefore, it is not surprising that the literature has offered several and different 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, and Inglehart's theory of materialism-postmaterialism. However, there are other approaches to measure values. These theories suggest that values are multidimensional, influenced by different factors and have different consequences. Furthermore, on the cultural level some theorists 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. A special focus will be given to the basic human values theory of Shalom Schwartz. Furthermore, we will discuss studies that link values to external individual and societal (macro-level) variables in a theory-driven way. We will emphasize both theoretical considerations and methods designed to measure values and to analyze models testing the operation of values. The requirements are presence and active participation in the discussions, a presentation and writing a paper the end of the seminar. Reading the paper/s for each meeting in advance is required. Each participant prepares 2-3 discussion points in advance and sends them per email to Rossalina Latcheva before the meeting (latcheva@soziologie.uzh.ch).

Evaluation is **not** based on the English command. It is not mandatory to interact in English, but rather an opportunity for those who are interested in it.

Die Beurteilung für das Seminar basiert nicht auf der Beherrschung der englischen Sprache. Es ist nicht verpflichtend, während der Sitzungen auf Englisch zu kommunizieren; denen, die daran interessiert sind, soll aber die Gelegenheit dazu gegeben werden.

During the semester break (summer break) and no later than September 15<sup>th</sup> 2012 participants should: a) read the 5 basic texts (see below), b.) pick up three possible topics from the course program (see below) which would be most interesting to them to present, c) communicate their preferences for a presentation in the first meeting of the seminar and d) make some further literature search about these topics to be better prepared for the presentation. Presentations may be in English or German.

## Course plan:

### 1) Introduction

2) Focus group on the values questions of the Schwartz inventory (lecture by Dr. Rossalina Latcheva)

### 3) 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.

### 4) 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.

### 5) Schwartz's values and political orientation

Piurko, Y., S.H. Schwartz and E. Davidov (2011). Basic personal values and the meaning of left-right political orientations in 20 countries. *Political Psychology*, 32(4), 537-561. DOI: 10.1111/j.1467-9221.2011.00828.x

### 6) Schwartz' values and attitudes toward immigration policies

Davidov, E. and B. Meuleman (in press). Explaining attitudes towards immigration policies in European countries: The role of human values. *Journal of Ethnic and Migration Studies*.

#### Optional:

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.

### 7) Schwartz' values and personality

Roccas, S., L. Sagiv, S.H. Schwartz, and A. Knafo (2002). The Big Five Personality Factors and Personal Values. *Personality and Social Psychology Bulletin*, 28, 789-801.

## 8) Schwartz' values and religiosity

Schwartz, S.H. and S. Huisman (1995). Value Priorities and Religiosity in Four Western Religions. *Social Psychology Quarterly* 58(2), 88-107.

## 9) Schwartz' value inventory: The individual vs. the macro level

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

Optional:

Schwartz, S. H. (2008). Values: Cultural and Individual. In S. M. Breugelmans, A. Chasiotis, & F. J. R. van de Vijver (Eds.), *Fundamental questions in cross-cultural psychology*.

## 10) 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*.

## 11) Schwartz vs. Inglehart

Datler, G., W. Jagodzinski and P. Schmidt (Working paper). Two Theories on the Test Bench: Internal and External Validity of the Theories of Ronald Inglehart and Shalom Schwartz

## 12) The role of values in sociology

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

## 13) Hofstede

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

## 14) Values and personality revisited: Personality traits and Hofstede's cultural values

Hofstede, G. and R. R. McCrae (2004). Personality and Culture Revisited: Linking Traits and Dimensions of Culture. *Cross-Cultural Research*, 38, 52-88.

## 15) Rokeach

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.

Optional:

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

## 16) 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.

## 17) Religiosity revisited

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.

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 18) The measurement of culture

Taras, V., J. Roney, 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.

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**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.