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.

During the semester break (summer break) and no later than September 15th 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


Optional:


4) Schwartz’s value inventory: Antecedents and consequences


5) Schwartz’s values and political orientation


6) Schwartz’ values and attitudes toward immigration policies


Optional:


7) Schwartz’ values and personality

8) Schwartz’ values and religiosity


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


Optional:


10) Inglehart’s value inventory


Optional:


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


13) Hofstede


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

15) Rokeach


Optional:


16) Values and attitudes


Optional:


17) Religiosity revisited


Optional:


Meeting 18) The measurement of culture

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


