ANNEX J

MEASURES OF ATTITUDES AND VALUES

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This document is an annex to the OECD working paper entitled Personality Matters: Relevance and Assessment of Personality Characteristics, by Miloš Kankaraš. The annex contains a selection of measurement instruments designed for assessment of attitudes and values.
Inglehart’s Post-Materialist Index (4 items)


Instructions

If you had to choose among the following things, which are the two that seem most desirable to you?

1. Maintaining order in the nation.
2. Giving the people more say in important political decisions.
3. Fighting rising prices.
4. Protecting freedom of speech.

Interpretation

Respondents who choose Options 1 and 3 were deemed “materialists” and Options 2 and 4 “post-materialists”.
Inglehart’s Post-Materialist Index (12 items)


Instructions

People sometimes talk about what the aims of this country should be for the next ten years. On this card are listed some of the goals which different people would give top priority. Would you please say which one of these you, yourself, consider the most important? (Code one answer only under “first choice”). And which would be the next most important? (Code one answer only under “second choice”):

- A high level of economic growth.
- Making sure this country has strong defense forces.
- Seeing that people have more say about how things are done at their jobs and in their communities.
- Trying to make our cities and countryside more beautiful.

If you had to choose, which one of the things on this card would you say is most important? And which would be the next most important? (Code one answer only under “second choice”):

- Maintaining order in the nation.
- Giving people more say in important government decisions.
- Fighting rising prices.
- Protecting freedom of speech.

Here is another list. In your opinion, which one of these is most important? (Code one answer only under “first choice”). And what would be the next most important? (Code one answer only under “second choice”):

- A stable economy.
- Progress toward a less impersonal and more humane society.
- Progress toward a society in which ideas count more than money.
- The fight against crime.
Schwart’s Value Survey


This version of the Schwartz’s Value Survey was used in European Social Survey (it actually represents a modification of his Portraits Value Questionnaire; Schwartz, 2003)

How much like you is this person?

Answer scale

1 . . . . . . . . . . . . .2. . . . . . . . . . .3. . . . . . . . . . . . .4. . . . . . . . . . . .5. . . . . . . . . . . .6
Very much like me Like me Somewhat like me A little like me Not like me Not like me at all

Benevolence

12. It’s very important to him to help the people around him. He wants to care for other people.
18. It is important to him to be loyal to his friends. He wants to devote himself to people close to him.

Universalism

3. He thinks it is important that every person in the world be treated equally. He wants justice for everybody, even for people he doesn’t know.
8. It is important to him to listen to people who are different from him. Even when he disagrees with them, he still wants to understand them.
19. He strongly believes that people should care for nature. Looking after the environment is important to him.

Self-direction

1. Thinking up new ideas and being creative is important to him. He likes to do things in his own original way.
11. It is important to him to make his own decisions about what he does. He likes to be free to plan and to choose his activities for himself.

Stimulation

6. He likes surprises and is always looking for new things to do. He thinks it is important to do lots of different things in life.
15. He looks for adventures and likes to take risks. He wants to have an exciting life.

Hedonism

10. Having a good time is important to him. He likes to “spoil” himself.
21. He seeks every chance he can to have fun. It is important to him to do things that give him pleasure.
Achievement

4. It is very important to him to show his abilities. He wants people to admire what he does.

13. Being very successful is important to him. He likes to impress other people.

Power

2. It is important to him to be rich. He wants to have a lot of money and expensive things.

17. It is important to him to be in charge and tell others what to do. He wants people to do what he says.

Security

5. It is important to him to live in secure surroundings. He avoids anything that might endanger his safety.

14. It is very important to him that his country be safe from threats from within and without. He is concerned that social order be protected.

Conformity

7. He believes that people should do what they’re told. He thinks people should follow rules at all times, even when no-one is watching.

16. It is important to him always to behave properly. He wants to avoid doing anything people would say is wrong.

Tradition

9. He thinks it’s important not to ask for more than what you have. He believes that people should be satisfied with what they have.

20. Religious belief is important to him. He tries hard to do what his religion requires.