Common Cause research on values

Two main axes of human values:

• **self-enhancement** (based on the pursuit of personal status and success) as opposed to **self-transcendence** (generally concerned with the wellbeing of others)

• **openness to change** (centred on independence and readiness for change) as opposed to **conservation** values (not related to environmental or nature conservation, but to ‘order, self-restriction, preservation of the past and resistance to change’)

From: http://valuesandframes.org/handbook/2-how-values-work/
Values axes

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Features of values

- Each of us is motivated by all of these values, but to differing degrees.
- Values can be temporarily ‘engaged’, when brought to mind by certain communications or experiences.
- When one value is temporarily engaged, it tends to ‘bleed over’, strengthening neighbouring values and associated behaviours.
- Eg. people reminded of generosity, self-direction and family, are more likely to support pro-environmental policies than those reminded of financial success and status.
- When one value is temporarily engaged, opposing values (and behaviours associated with them) tend to be suppressed.