

## Final Technical Report

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GRANT TITLE: Integrating, Conceptualizing, and Exploring Cultural Values

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OBJECTIVE: To develop a cross-culturally valid instrument for measuring personal values. Previous instruments contain too few items to adequately measure such a complex motivational construct, especially in a cross-cultural context (Kahle 1983). These instruments also tap into a broad array of general values that are difficult to utilize in an applied context (Rokeach 1971; Schwartz 1992), and/or utilize empirically derived overlapping values (Hofstede 1984). Our goal was to produce a conceptually based instrument for measuring individual differences in personal values. Such an instrument could be useful for recruiting, retaining, and motivating service personnel and civilian employees across different age groups, ethnic backgrounds, social groups, and cultures.

APPROACH: Previous approaches to studying personal values were examined in Phase 1. A comprehensive literature review was conducted and several personal value dimensions were identified. A preliminary instrument, consisting of 200 items, was constructed and examined in Phase 2. Qualitative interviews were then conducted among 12 doctoral students (ages 25-59) to insure that all major dimensions of values had been identified. Information obtained from these interviews was then incorporated into the instrument. After several redundant items were eliminated, an instrument containing 176 items emerged. This instrument was then tested in Phase 3 among 165 undergraduates at the University of Mississippi. The analyses of this data led to a further reduction in the number of items to 104. The goal in the initial phases of the project was to be comprehensive. Thus, a large number of items were maintained.

A primary goal in Phases 4 and 5 was to further reduce the number of items, while insuring that all major personal value dimensions were adequately measured. Accordingly, the questionnaire was administered to 263 undergraduates in Phase 4; based on the results the number of items was further reduced to 48. The modified questionnaire was subsequently administered to 173 undergraduate students in the United States, 249 undergraduates in Greece, 232 undergraduates in Slovenia, and 249 undergraduates in Korea. Based on the results of this sample, the questionnaire was modified slightly, resulting in a final instrument that contained 44 items measuring 12 dimensions.

ACCOMPLISHMENTS (throughout award period): We have completed several rounds of data collection. The results reported in this section are a summary of the last phase of our research conducted among undergraduate students in the U.S., Greece, Korea, and Slovenia. These nations provide a reasonably diverse sample for measuring personal values, in a cross-cultural context.

The final version of the instrument includes 44 items that measure the following 12 dimensions of personal values: (a) self respect, (b) self-direction, (c) accomplishment; (d) power, (e) belonging, (f) being respected by others, (g) prestige, (h) benevolence; (i) excitement, (j) fun, (k) persistence, and (l) security. These 12 dimensions appear to effectively measure individual differences in personal values, both within and between cultures. The specific items used to measure these constructs are contained in the appendix.

Self respect, accomplishment, and self direction examine internal values directed toward the self. Sample items and coefficient alphas, which measure the reliability of the dimensions were as follows: have self respect and feel good about yourself ( $\alpha=.88$ ) for self respect; have a sense of accomplishment and continually improve ( $\alpha=.72$ ) for accomplishment; and display your individuality and have freedom of action and thought ( $\alpha=.63$ ) for self direction.

Power, belonging, being respected by others, prestige, and benevolence measure different aspects of an individual's relationship with others. Sample items for power ( $\alpha=.80$ ) include be in charge of a group and have a leadership role at your job. Sample items and reliability coefficients for the other four dimensions are as follows: have warm relationships with others and have friends that will always be there for you ( $\alpha=.88$ ) for belonging; get the recognition you deserve and be appreciated and admired by others ( $\alpha=.71$ ) for being respected by others; live in an expensive home and be considered fashionable ( $\alpha=.74$ ) for prestige, and take time to help others and enhance the welfare of others ( $\alpha=.75$ ) for benevolence.

Excitement, fun, persistence, and security examine several dimensions of the degree to which an individual pursues hedonic pleasure versus long terms goals. Fun and excitement examine the degree to which an individual emphasizes a happy and varied life. Sample items and reliability coefficients for these dimensions are as follows: have fun and enjoyment in your life and have the time to enjoy life to the fullest ( $\alpha=.66$ ) for fun; and be adventurous and try new things ( $\alpha=.82$ ) for excitement.

Persistence is an important eastern value commonly found in Asian cultures that is associated with a long-term orientation toward time (Hofstede 1984; Schwartz 1992). Security examines the degree to which one wants stability in one's environment. Sample items and reliability coefficients for these dimensions are as follows: (a) be persistent and be determined to complete a task for persistence ( $\alpha=.67$ ); and save money for the future and have stability ( $\alpha=.79$ ) for security.

CONCLUSIONS: Our instrument measures individual differences in personal values. Several of the dimensions found are similar to those in previous frameworks (Kahle 1983; Hofstede 1984; Schwartz 1992); however, our instrument focuses on personal values that vary across individuals both within and between cultures. Thus, our instrument provides a reasonable means of measuring personal values in an applied context. The instrument appears to be reliable and valid.

SIGNIFICANCE: Our instrument provides a list of personal values that can be used as a starting point for segmenting individuals. A better understanding of personal values could help in recruiting and retaining key personnel.

PATENT INFORMATION: No patents have been applied for or received.

AWARD INFORMATION: No awards have been applied for or received.

REFEREED PUBLICATIONS: (for total award period):

Rose, Gregory M., Linda Horton, Jeffrey G. Blodgett, Bongjin Cho, and Maja Makeovec Brencic (2001), "Assessing Cross-Cultural Values: Synthesis and Measurement," in *Proceedings of the 8<sup>th</sup> Cross Cultural Research Conference*, Terrence Witkowski and Scott Smith (Eds.), on CD-Rom, 1-5.

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Kahle, L. R. (1983). *Social values and social change: Adaptation to life in America*. New York: Praeger.

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#### APPENDIX

##### Self Respect

- Respect yourself
- Feel good about yourself
- Be a success
- Have self respect

##### Self Direction

- Display your individuality
- Have freedom of action and thought
- Express your originality

- Stand apart from the crowd
- Accomplishment
  - Continually improve
  - Have many achievements
  - Overcome challenges
  - Have a sense of accomplishment
- Power
  - Be in charge of a group
  - Have a leadership role at your job
  - Have employees who report to you at work
- Belonging
  - Have close personal friends
  - Have a sense of belonging
  - Have warm relationships with others
  - Have friends that will always be there for you
- Be Respected by Others
  - Have people value your opinions
  - Get the recognition you deserve
  - Be respected
  - Be appreciated and admired by others
- Prestige
  - Live in an expensive home
  - Drive a prestigious car
  - Have an influential family name
  - Dress in the latest fashions
  - Be considered fashionable
- Benevolence
  - Take time to help others
  - Enhance the welfare of others
  - Be generous
  - Provide for the less fortunate
- Excitement
  - Be adventurous
  - Try new things
  - Have thrilling experiences
  - Be daring
  - Have a variety of experiences
- Fun
  - Have fun and Enjoyment in your life
  - Have the time to enjoy life to the fullest
  - Be happy
  - Enjoy your life
- Persistence
  - Be persistent
  - Be determined to complete tasks
  - Persevere in difficult situations

Be patient

Security

Save money for the future

Have financial security

Be in a familiar environment

Have stability