

# MONTANA'S OWN



Graduate with Purpose

Montana State University

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STATE UNIVERSITY | Allen Yarnell Center  
for Student Success

## *Interests and Values: Working Together to Guide Meaning and Purpose*

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March 4, 2022 | SUB 236, MSU Bozeman Campus

# Your Schwartz's Values scoring should look something like this.

This person's values, from 1-10 are:

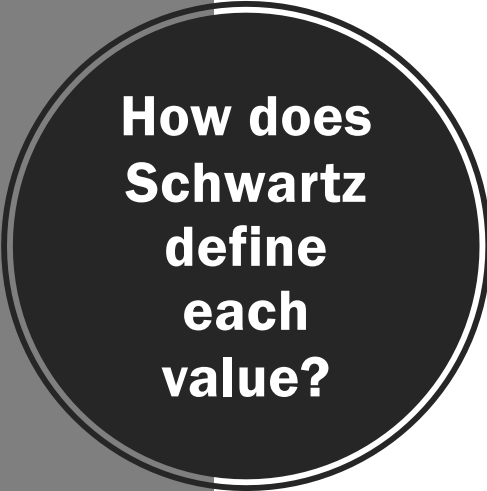
1. Self-Direction
2. Benevolence
3. Universalism
4. Security
5. Hedonism
6. Conformity (tie)
7. Stimulation (tie)
8. Achievement
9. Power (tie)
10. Tradition (tie)

Scoring Key for Value Scale

Rank	Value	Question #'s	Corresponding Number (0-5) for Each Question	Average
Tie 6/7	Conformity	7, 16, 28, 36	2 2 4 4	3
Tie 9/10	Tradition	9, 20, 25, 38	2 1 2 3	2
2	Benevolence	12, 18, 27, 33	5 5 5 3	4.5
3	Universalism	3, 8, 19, 23, 29, 40	4 4 5 4 4 3	4
1	Self-Direction	1, 11, 22, 34	4 5 5 5	4.75
Tie 6/7	Stimulation	6, 15, 30	3 3 3	3
5	Hedonism	10, 26, 37	3 3 4	3.333
8	Achievement	4, 13, 24, 32	4 3 2 2	2.75
Tie 9/10	Power	2, 17, 39	2 2 2	2
4	Security	5, 14, 21, 31, 35	4 3 4 4 4	3.8

Answer the 40 questions according to the directions on the questions form.

- You will see that each of the six possible answers has a corresponding number (in red on the questions sheet)
  - Not at all like me = 0
  - Not like me = 1
  - A little like me = 2
  - Somewhat like me = 3
  - Like me = 4
  - Very much like me = 5
- In the table above, list the corresponding number (0-5) for each question.
- Calculate the average of the numbers for each value (add the numbers together and divide by how many there are).
- Rank each of the 10 values (highest number is #1, lowest number is #10, there may be some ties).



**How does  
Schwartz  
define  
each  
value?**

**Power**

This takes value from social status and prestige. The ability to control others is important and power will be actively sought through dominance of others and control over resources.

**Achievement**

Value here comes from setting goals and then achieving them. The more challenge, the greater the sense of achievement. When others have achieved the same thing, status is reduced, and greater goals are sought.

**Hedonism**

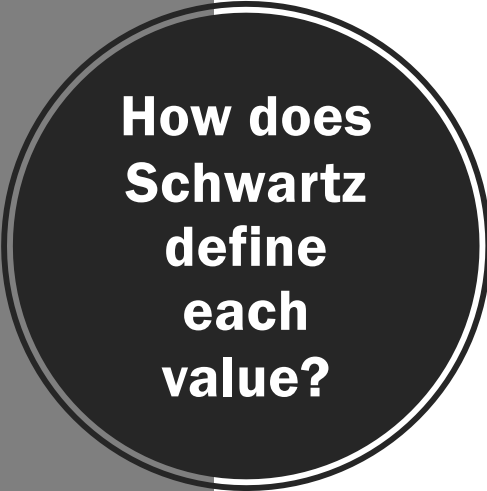
Hedonists simply enjoy themselves. They seek pleasure above all things and may, according to the view of others, sink into debauchery.

**Stimulation**

The need for stimulation is close to hedonism, though the goal is slightly different. Pleasure here comes more specifically from excitement and thrills and a person with this driver is more likely to be found doing extreme sports than propping up a bar.

**Self-direction**

Those who seek self-direction enjoy being independent and outside the control of others. They prefer freedom and may have a particular creative or artistic bent, which they seek to indulge whenever possible.



**How does  
Schwartz  
define  
each  
value?**

**Universalism**

The universalist seeks social justice and tolerance for all. They promote peace and equality and find war anathema except perhaps in pursuit of lasting peace.

**Benevolence**

Those who tend towards benevolence are very giving, seeking to help others and provide general welfare. They are the 'earth mothers' who nurture all.

**Tradition**

The traditionalist respects that which has gone before, doing things simply because they are customary. They are conservatives in the original sense, seeking to preserve the world order as is. Any change makes them uncomfortable.

**Conformity**

The person who values conformity seeks obedience to clear rules and structures. They gain a sense of control through doing what they are told and conforming to agreed laws and statutes.

**Security**

Those who seek security seek health and safety to a greater degree than other people (perhaps because of childhood woes). Though they may worry about the potential of military force, they welcome the comfort that their existence brings.



ONLINE READINGS IN PSYCHOLOGY AND CULTURE  
International Association for Cross-Cultural Psychology

Unit 2 Theoretical and Methodological Issues  
Subunit 1 Conceptual Issues in Psychology and Culture

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## An Overview of the Schwartz Theory of Basic Values

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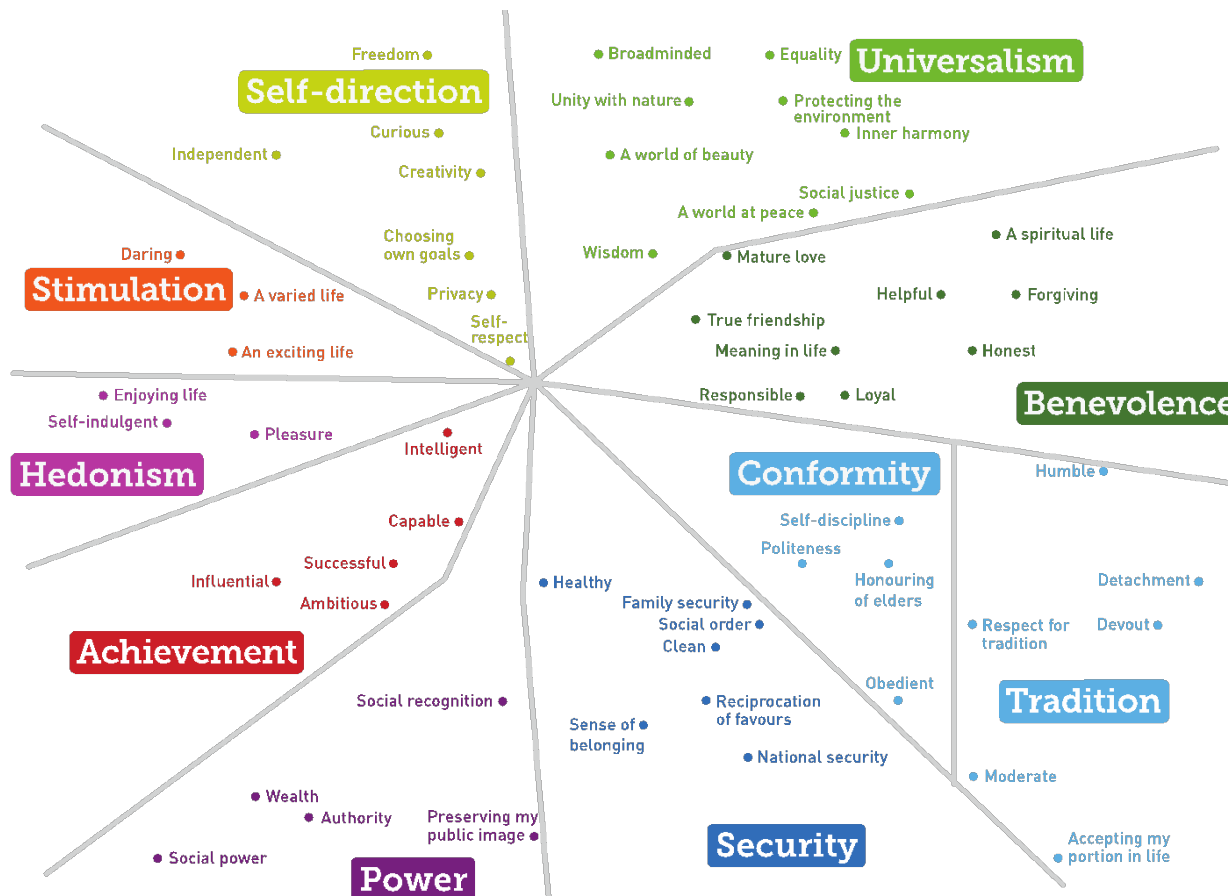
**Read this article  
for a much  
deeper  
understanding of  
the values  
descriptions.**



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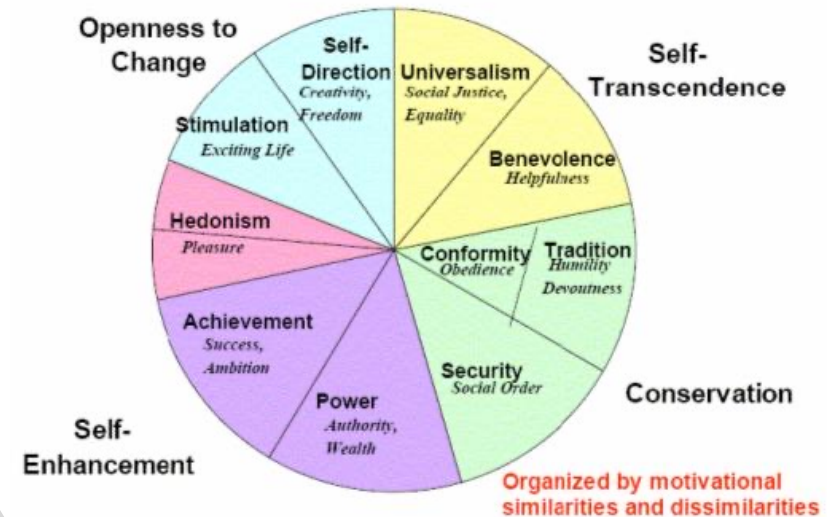
# Schwartz's Values

## Super-grouping

Note how these values form something of a spectrum, with successive values often having a close relationship. This is perhaps unsurprising as they are groupings of a larger number of values. They can also be collated into larger super-groups:

- **Openness to change:** Stimulation, self-direction and some hedonism.
- **Self-enhancement:** Achievement, power and some hedonism.
- **Conservation:** Security, tradition and conformity.
- **Self-transcendence:** Universalism and benevolence.

**Actions in pursuit of any value have consequences that CONFLICT with some values but are CONGRUENT with others.**

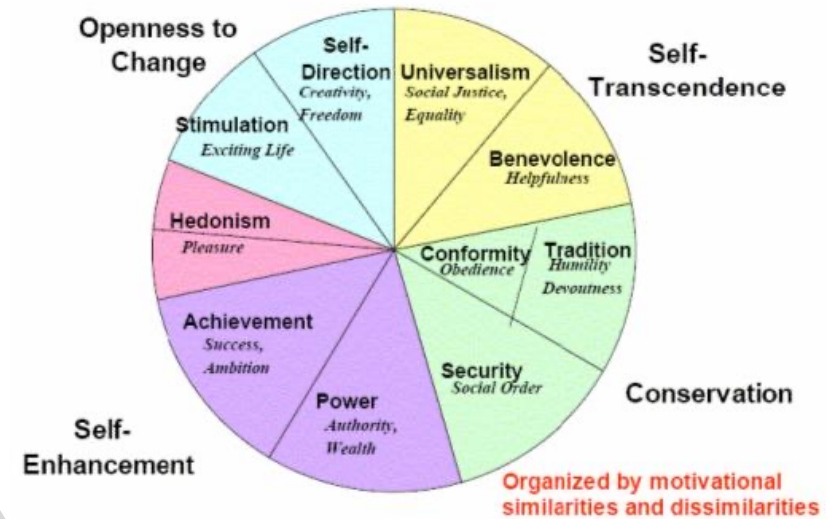


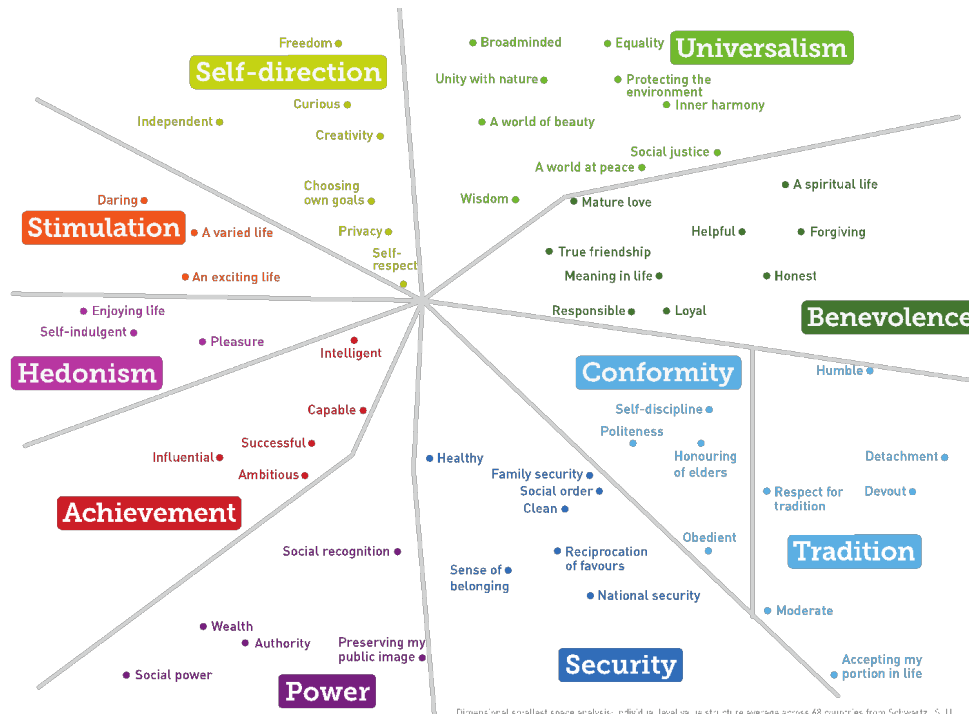


# Schwartz's Values

## Adjacent values have shared motivation:

- power and achievement--social superiority and esteem
- achievement and hedonism--self-centered satisfaction
- hedonism and stimulation--a desire for affectively pleasant arousal
- stimulation and self-direction--intrinsic interest in novelty and mastery
- self-direction and universalism--reliance upon one's own judgment and comfort with the diversity of existence
- universalism and benevolence--enhancement of others and transcendence of selfish interests
- benevolence and tradition--devotion to one's in-group
- benevolence and conformity--normative behavior that promotes close relationships
- conformity and tradition--subordination of self in favor of socially imposed expectations
- tradition and security--preserving existing social arrangements that give certainty to life
- conformity and security--protection of order and harmony in relations
- security and power--avoiding or overcoming threats by controlling relationships and resources





Dimensional smallest space analysis: individual level value structure average across 48 countries from Schwartz, S. H. (2006). Basic human values theory, measurement, and applications. *Value Inquiry in sociology*, 42, 249-288.

**Vocation**  
Your Job/Career

**Avocation**  
Your “Side Hustle”

**Hobby**  
Your Fun/Relaxation

# Schwartz's Values

How do your Schwartz's Values compare with your Strong Interest Inventory?

- With your top THEMES?
- With your top INTEREST AREAS?
- With your top OCCUPATIONS?
- With your PERSONAL STYLES?



# In addition to your interests and values, look at your strengths

## Simple Definition:

Strengths are tasks or actions you can do well. These include:

- Knowledge – facts, information and skills acquired through experience or education
- Proficiencies – a high degree of competence or skill; expertise





# Talents & Skills

Talent refers to an inborn and special ability of a person to do something.

A skill is an expertise, which is acquired by the person by learning.

Talent is a gifted ability.

A skill is an ability in which you put your time and efforts to develop.

Talent is often possessed by a limited number of people.

Any person can learn a particular skill, if they have the capacity, capability, and willingness.

Talent is hidden, that is why it needs recognition.

A skill requires development, which can only be possible through practice.

# Take the **FREE** Strengths test online.

**High 5 Test**  
**<https://high5test.com/>**

Click the yellow button – “Find Your Top 5 Strengths”

Click the grey button – “Continue with Email”

Take the test – 100 Questions

Get your top 5 Strengths

### **COACH**

Your goal is to develop people's potential. You believe that, contrary to what some might think, everybody has the potential for development. No-one has ever reached the ultimate level of excellence — there is always room for growth. It is your personal mission to help others realize and use their potential to experience success. As a result, you always look for ways to facilitate their learning, from challenging their thoughts in a discussion to creating environments that facilitate progress. As a leader, you truly care about the development of your team members, and they respect you for that.

### **EMPATHIZER**

Your objective is to be empathetic to others' emotions. You have a natural ability to step into another person's shoes, even if you don't agree with their feelings or perspective. You understand what other people are going through, and this allows you to connect with others on a deeply personal level. You appreciate everyone's differences and particularities. You treat people fairly and don't exclude anyone, which naturally draws others to you. When part of a team, this strength based on kindness is valuable for mitigating conflict. You use it to ensure that everyone takes the others' challenges and emotions into consideration.

### **PHILOMATH**

Your objective is to learn new things. You have a genuine thirst for knowledge and others appreciate your curiosity. You're not necessarily interested in becoming a subject matter expert - it's the process itself that excites you. Because you enjoy the process, you like to experiment with different styles of learning, and you know that each style comes with its own valuable lessons. You like to learn things quickly then shift your attention to something new. That's why you thrive in short projects and dynamically changing environments. Thanks to this strength, you're always able to contribute valuable new knowledge to your team as well.

### **STRATEGIST**

Your objective is to see the big picture. Have you heard of "taking the helicopter view"? Well, you are constantly on this helicopter! This special way of looking at the world at large is more than just a skill — it's a perspective that allows you to see how everything is interconnected. Others may be confused by your short-term moves, but in your mind you have a vivid multi-step strategy to get you to your goal. You don't take paths that lead nowhere. Instead, you find clear direction in even the most complex situations, which makes you an essential asset to any forward-looking team.

### **THINKER**

Your objective is to think. Some get excited by exercising their biceps and triceps, but you prefer to stretch your "brain muscles" through deep thought. This, however, does not necessarily mean that you are very focused. It simply means that you enjoy mental activity and meaningful conversations. In fact, you are your own best companion on your mind journeys. This introspection allows you to digest complex information and ideas before communicating them with the outside world. Who wouldn't like to have a team member who can simplify sophisticated concepts in a way that even three year olds can understand?

**Reflect on the results  
of the three tests.**

**Strong Interest Inventory  
Schwartz's Values  
High 5 Strengths**

How will you use these results to answer  
questions about your career goals?



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