Schwartz Value Survey (Schwartz, 1994)

**Power:**

social power

Authority

Wealth

Preserving my public image

Social recognition

**Achievement:**

successful

capable

ambitious

influential

intelligent

self-respect

**Hedonism:**

pleasure

enjoying in life

**Stimulation:**

daring

a vied life

exciting life

**Self-direction:**

creativity

curious

freedom

choosing own goals

independent

**Universalism:**

protecting environment

a world of beauty

unity with nature

broad-minded

social justice

wisdom

equality

a world at peace

inner harmony

**Benevolence:**

helpful

honest

forgiving

loyal

responsible

true friendship

a spiritual life

mature love

meaning in life

**Tradition:**

devout

accepting

portion in life

humble

moderate

respect for tradition

detachment

**Conformity:**

politeness

honoring of parents and elders

obedient

self-discipline

**Security:**

clean

national security

social order

family security

reciprocation of favors

healthy

sense of belonging