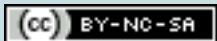


Common Cause

A Guide to Values and Frames for Equality Bodies

Richard Hawkins

Director, PIRC



EDUCATION

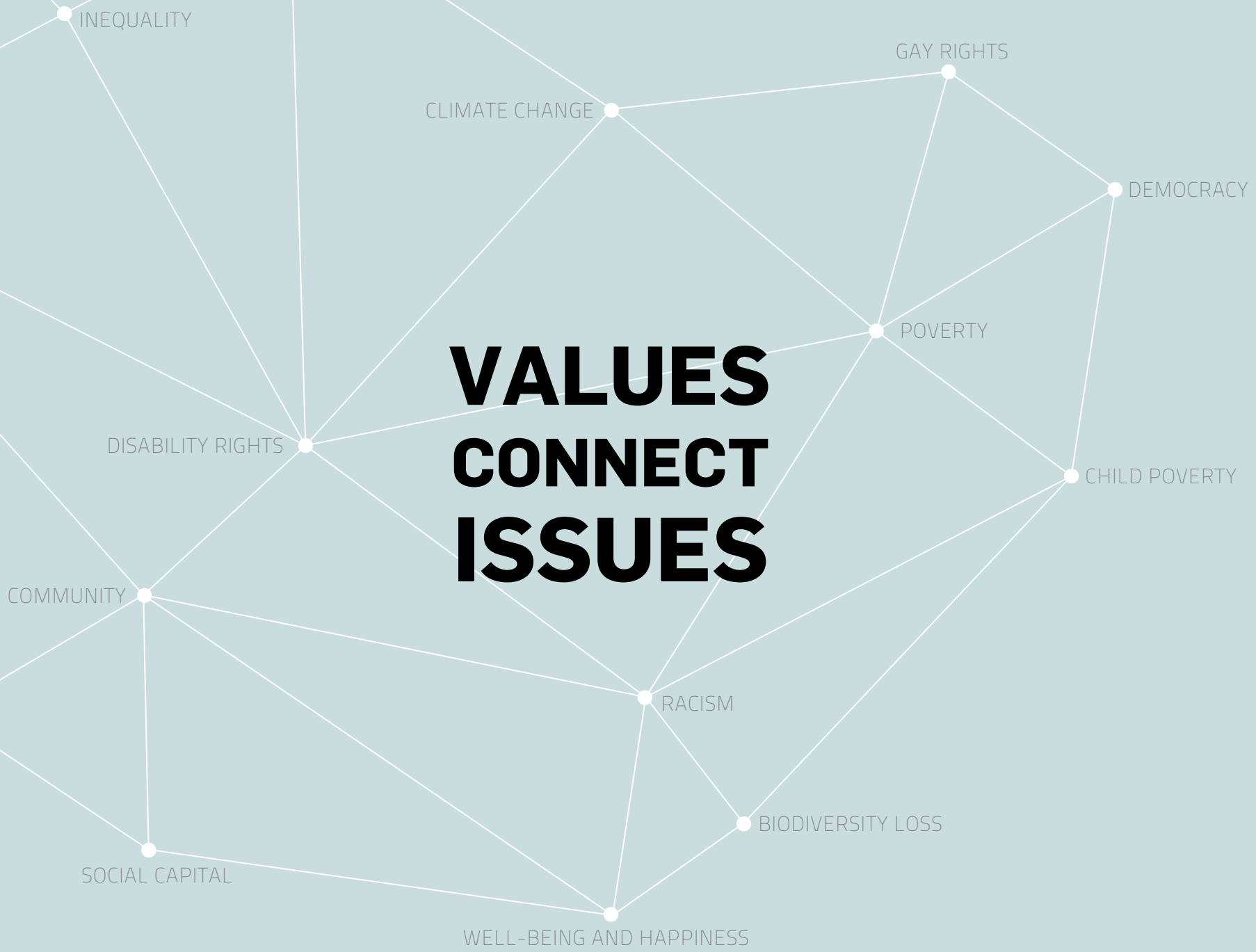
DISABILITY RIGHTS

1. How values work
2. Why values matter
3. How values develop
4. Frames & implications



TRADE JUSTICE

VALUES CONNECT ISSUES





1. How values work

2. Why values matter

3. How values develop

4. Some implications

CIVIL LIBERTIES

IMMIGRATION

DISABILITY

COMMUNITY

SOCIAL CAPITAL

Values

Are the guiding principles of life

Transcend specific actions and situations

Serve as standards or criteria

Are abstract and rarely conscious



Values

Goals

Attitudes

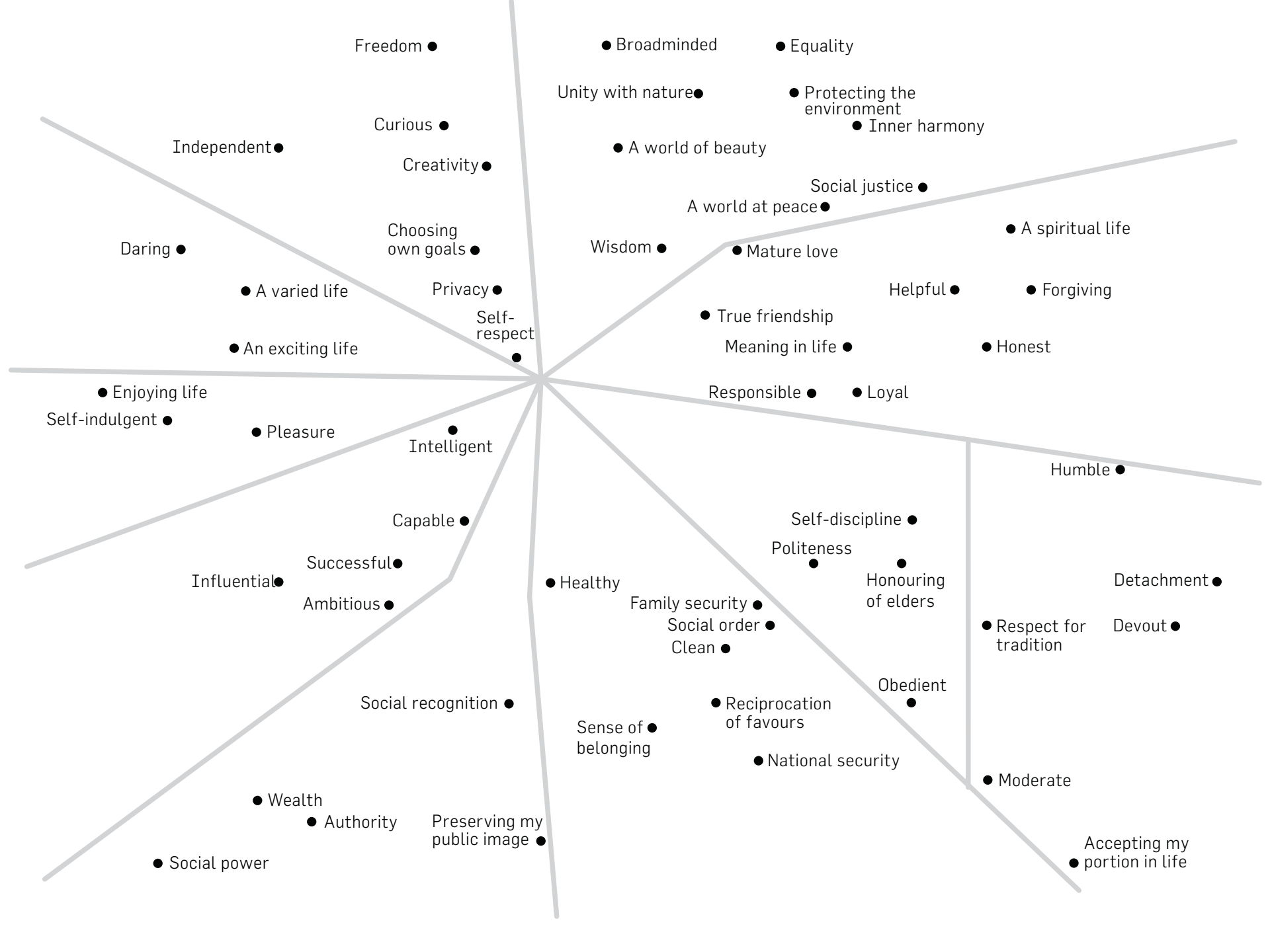
Behaviours

Schwartz 1992+

A spiritual life, A varied life, A world of beauty, A world at peace, Accepting my portion in life, Ambition, An exciting life, Authority, Broadmindedness, Capable, Choosing own goals, Cleanliness, Creativity, Curiosity, Daring, Detachment, Devout, Enjoying life, Equality , Family security, Forgiving, Freedom, Health, Helpfulness, Honesty, Honouring of parents and elders, Humble, Independence, Influence, Inner harmony, Intelligence, Loyalty, Mature love, Meaning in life, Moderation, National security, Obedience, Pleasure, Politeness, Preserving my public image, Protecting the environment, Reciprocation of favours, Respect for tradition, Responsibility, Self-discipline, Self-indulgence, Self-respect, Sense of belonging, Social justice, Social order, Social power, Social recognition, Success, True friendship, Unity with nature, Wealth, Wisdom.

Freedom
Broadminded
Equality
Unity with nature
Protecting the environment
Inner harmony
Curious
A world of beauty
Social justice
Creativity
A world at peace
Independent
Choosing own goals
Wisdom
Mature love
A spiritual life
Daring
A varied life
Privacy
Self-respect
Helpful
Forgiving
An exciting life
True friendship
Meaning in life
Honest
Enjoying life
Responsible
Loyal
Self-indulgent
Pleasure
Intelligent
Humble
Capable
Self-discipline
Politeness
Influential
Successful
Ambitious
Healthy
Family security
Honouring of elders
Social order
Clean
Respect for tradition
Devout
Clean
Sense of belonging
Reciprocation of favours
Obedient
National security
Moderate
Wealth
Authority
Preserving my public image
Social power
Accepting my portion in life





● Freedom

● Broadminded

● Equality

● Unity with nature

● Protecting the environment

● Inner harmony

● Curious

● A world of beauty

● Independent

● Creativity

● Social justice

● A world at peace

● A spiritual life

● Daring

● Choosing own goals

● Wisdom

● Mature love

● Helpful

● Forgiving

● A varied life

● Privacy

● True friendship

● Meaning in life

● Honest

● An exciting life

● Self-respect

● Responsible

● Loyal

● Enjoying life

● Self-indulgent

● Pleasure

● Intelligent

● Humble

● Capable

● Self-discipline

● Influential

● Successful

● Politeness

● Honouring of elders

● Detachment

● Ambitious

● Healthy

● Family security

● Social order

● Clean

● Respect for tradition

● Devout

● Influential

● Social recognition

● Sense of belonging

● Reciprocation of favours

● National security

● Obedient

● Moderate

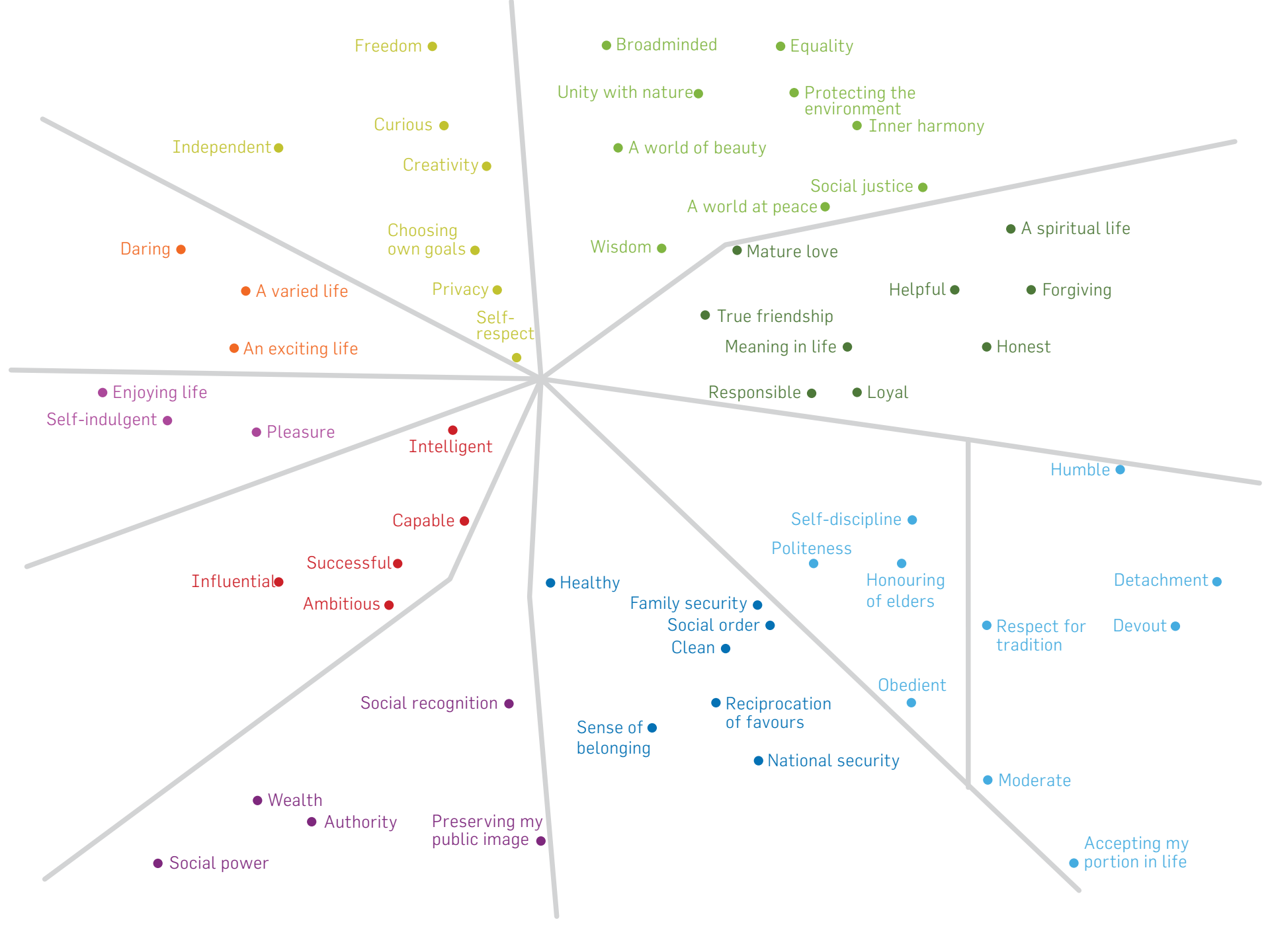
● Wealth

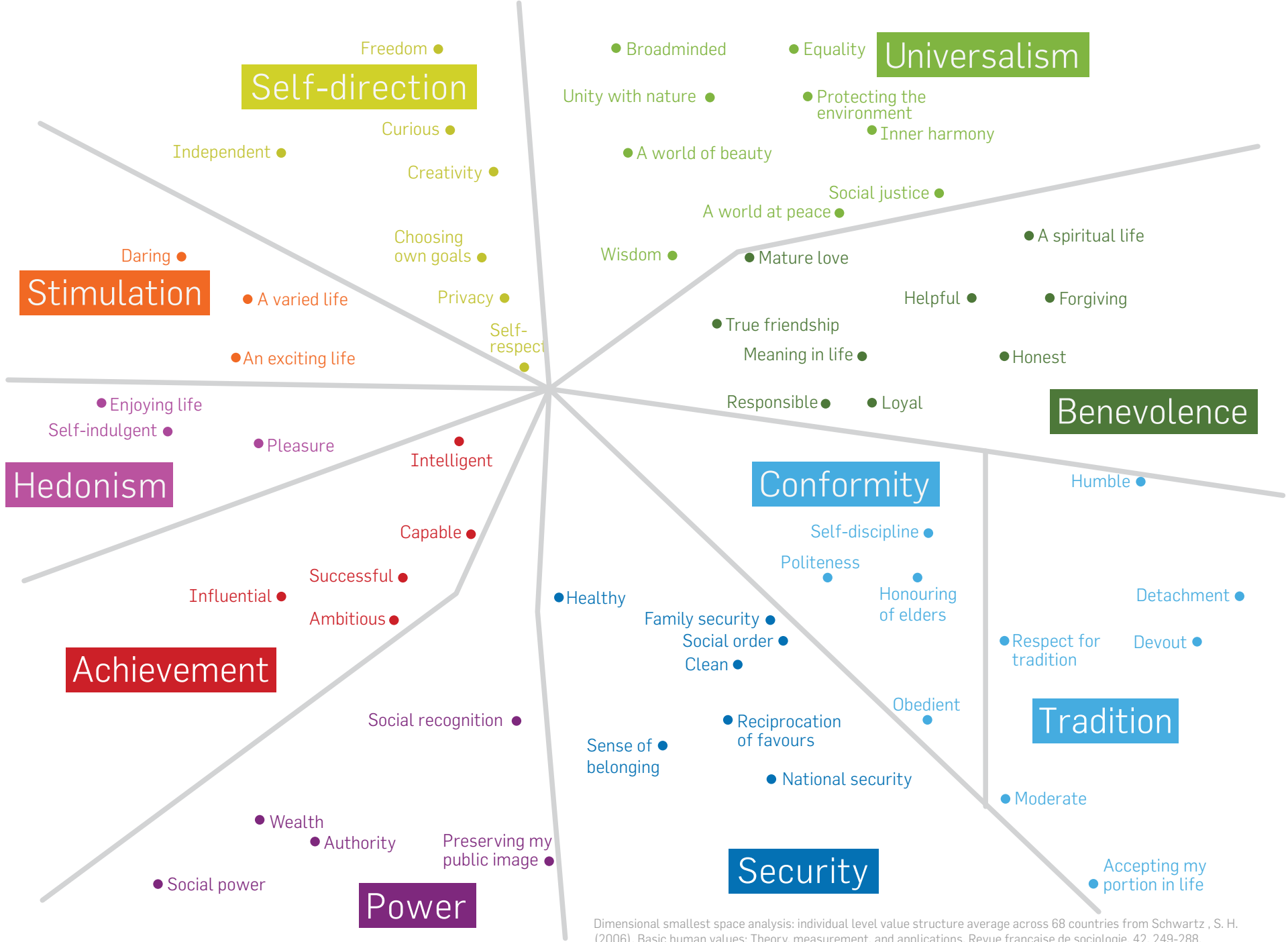
● Authority

● Preserving my public image

● Social power

● Accepting my portion in life





Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz, S. H. (2006). Basic human values: Theory, measurement, and applications. *Revue française de sociologie*, 42, 249-288.



UNIVERSALISM

UNDERSTANDING, APPRECIATION, TOLERANCE AND PROTECTION FOR THE WELFARE OF ALL PEOPLE AND FOR NATURE.



BENEVOLENCE

PRESERVATION AND ENHANCEMENT OF THE WELFARE OF PEOPLE WITH WHOM ONE IS IN FREQUENT PERSONAL CONTACT.



TRADITION

RESPECT, COMMITMENT AND ACCEPTANCE OF THE CUSTOMS AND IDEAS THAT TRADITIONAL CULTURE OR RELIGION PROVIDE THE SELF.



CONFORMITY

RESTRAINT OF ACTIONS, INCLINATIONS AND IMPULSES LIKELY TO UPSET OR HARM OTHERS AND VIOLATE SOCIAL EXPECTATIONS OR NORMS.



SECURITY

SAFETY, HARMONY, AND STABILITY OF SOCIETY, OF RELATIONSHIPS, AND OF SELF.



POWER

SOCIAL STATUS AND PRESTIGE, CONTROL OR DOMINANCE OVER PEOPLE AND RESOURCES.



ACHIEVEMENT

PERSONAL SUCCESS THROUGH DEMONSTRATING COMPETENCE ACCORDING TO SOCIAL STANDARDS.



HEDONISM

PLEASURE AND SENSUOUS GRATIFICATION FOR ONESELF.



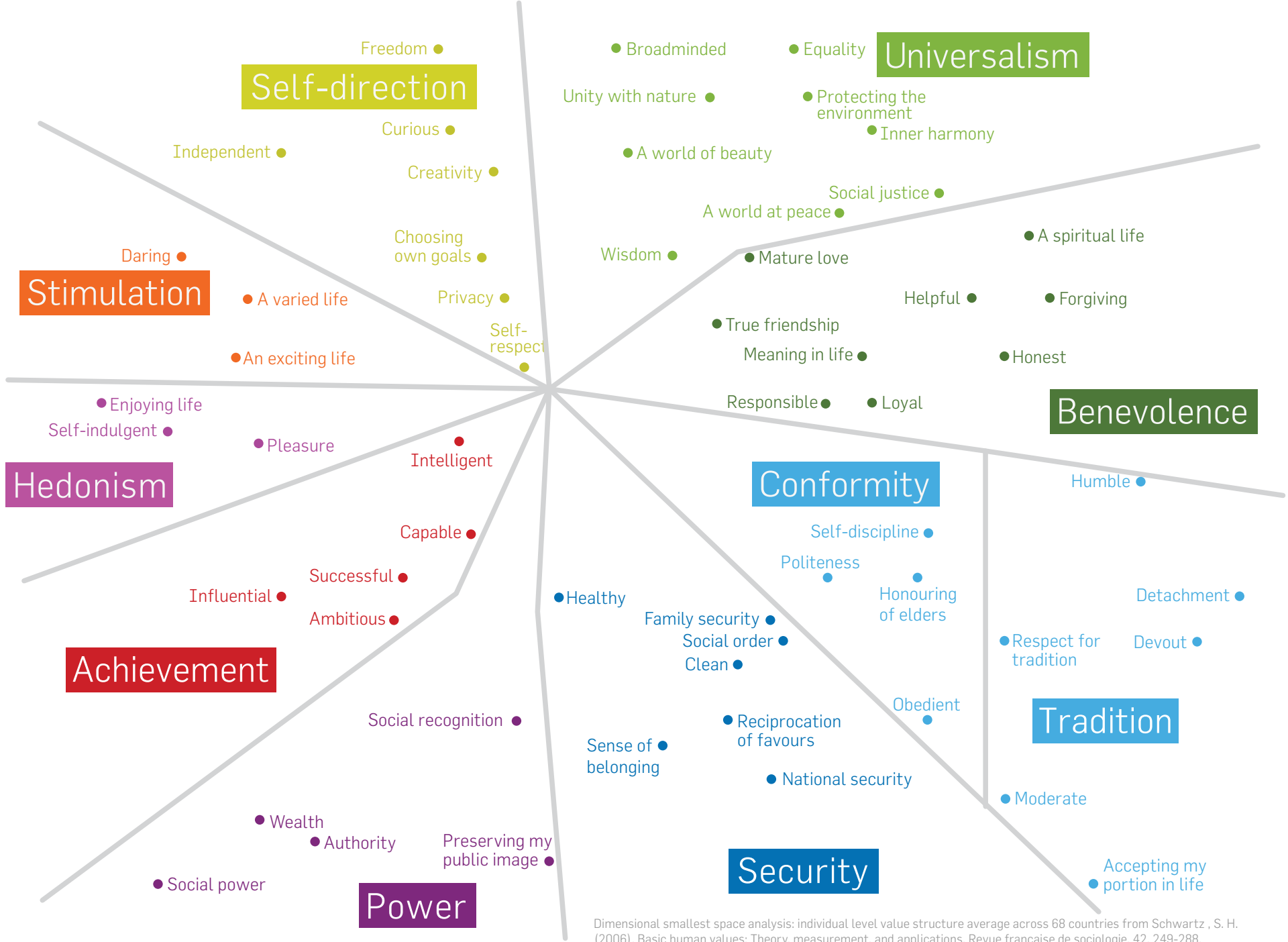
STIMULATION

EXCITEMENT, NOVELTY AND CHALLENGE IN LIFE.

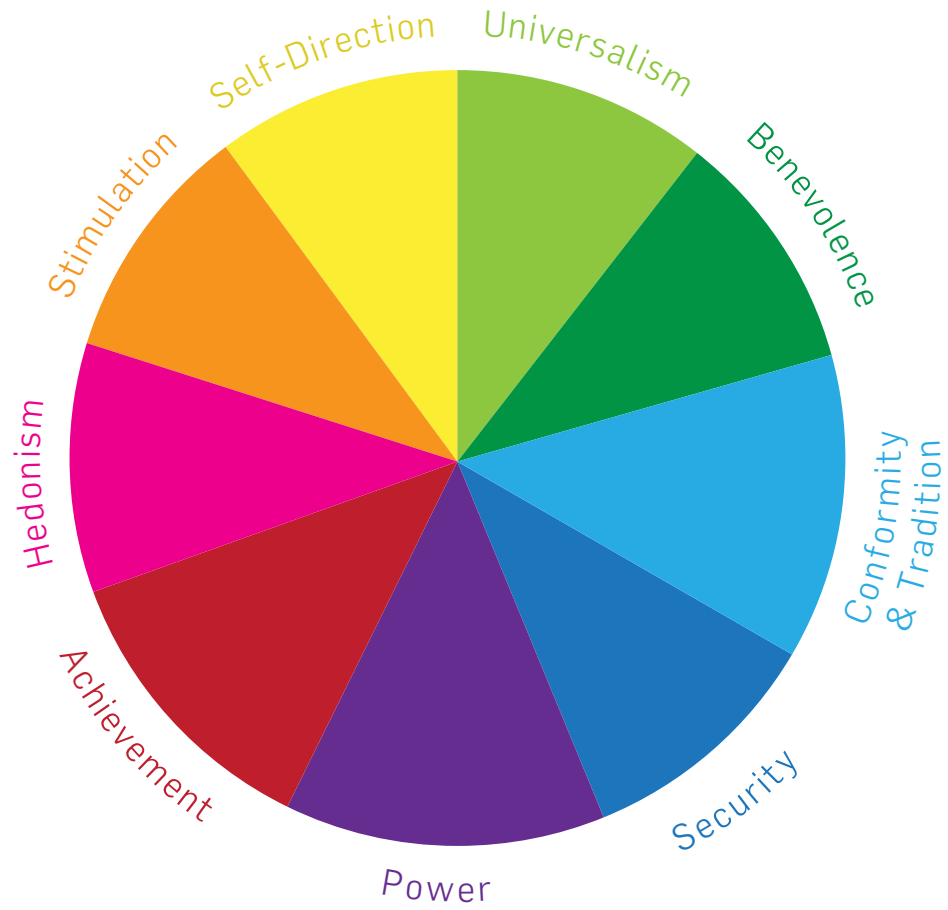


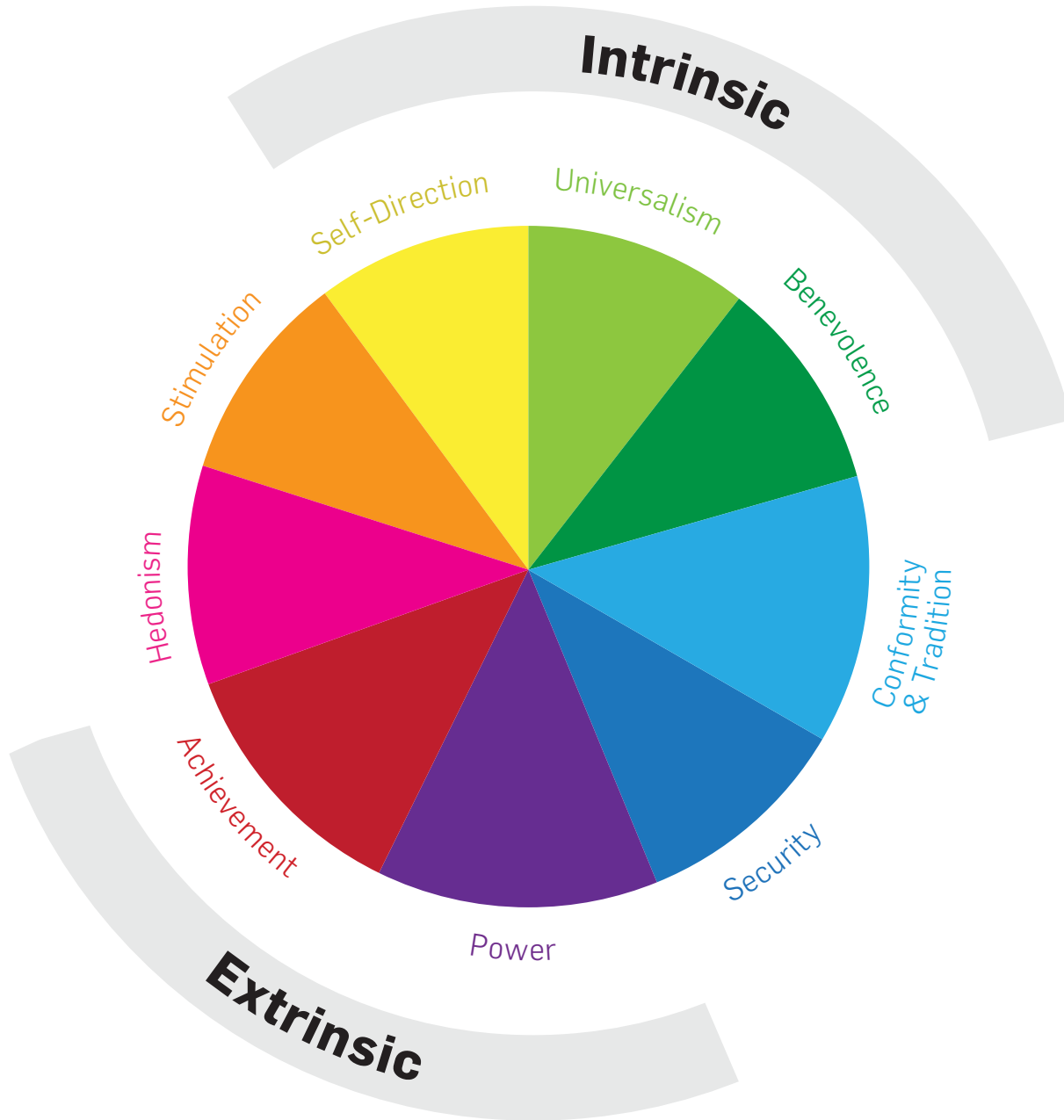
SELF-DIRECTION

INDEPENDENT THOUGHT AND ACTION - CHOOSING, CREATING, EXPLORING.



Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz, S. H. (2006). Basic human values: Theory, measurement, and applications. *Revue française de sociologie*, 42, 249-288.







INTRINSIC

VALUES THAT
ARE INHERENTLY
REWARDING TO PURSUE

EXAMPLES

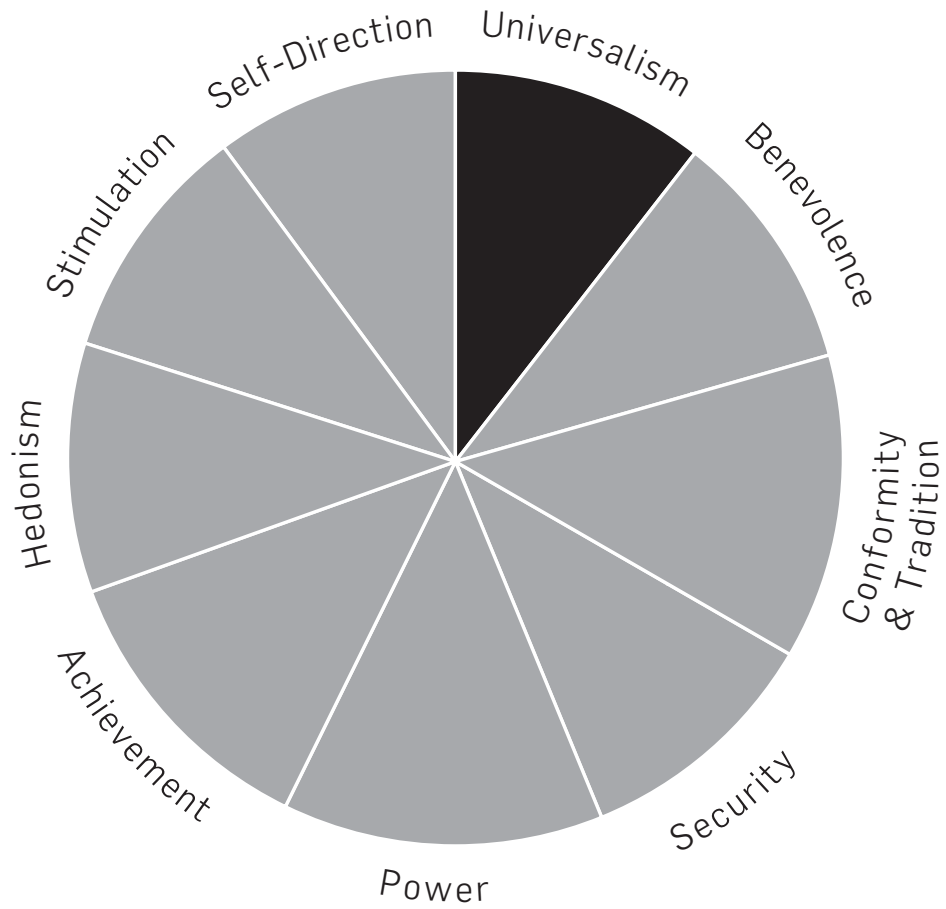
AFFILIATION TO FRIENDS & FAMILY
CONNECTION WITH NATURE
CONCERN FOR OTHERS
SELF-ACCEPTANCE
SOCIAL JUSTICE
CREATIVITY

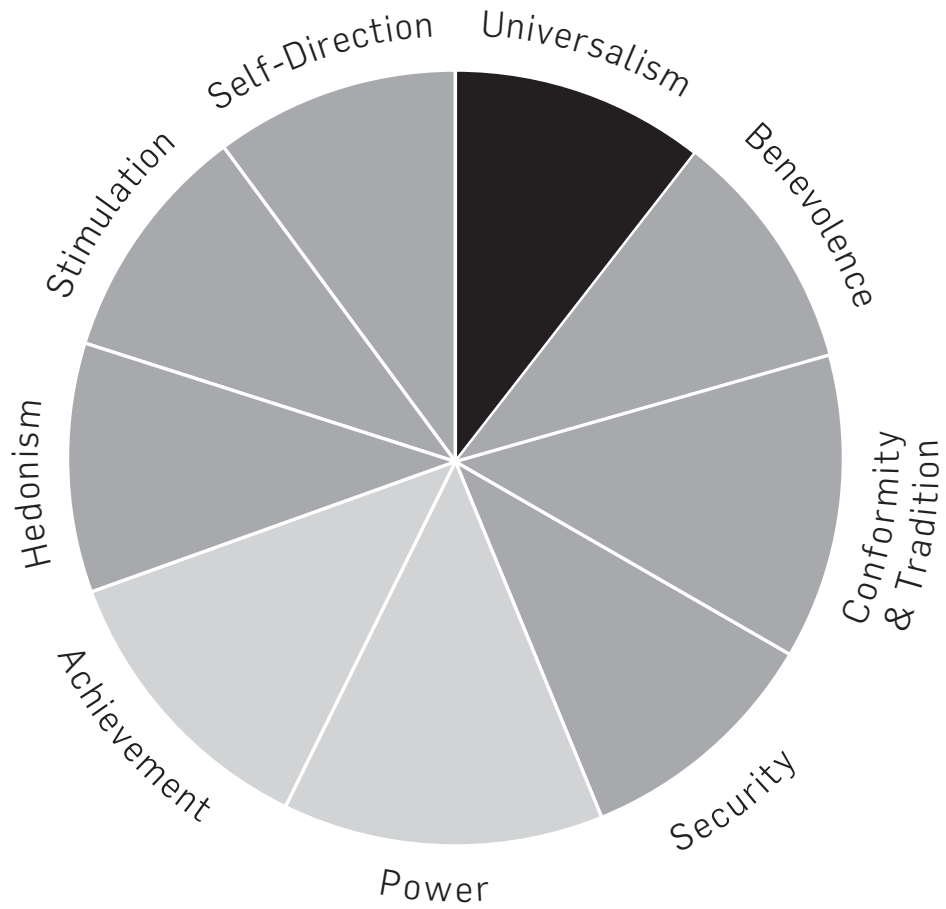
EXTRINSIC

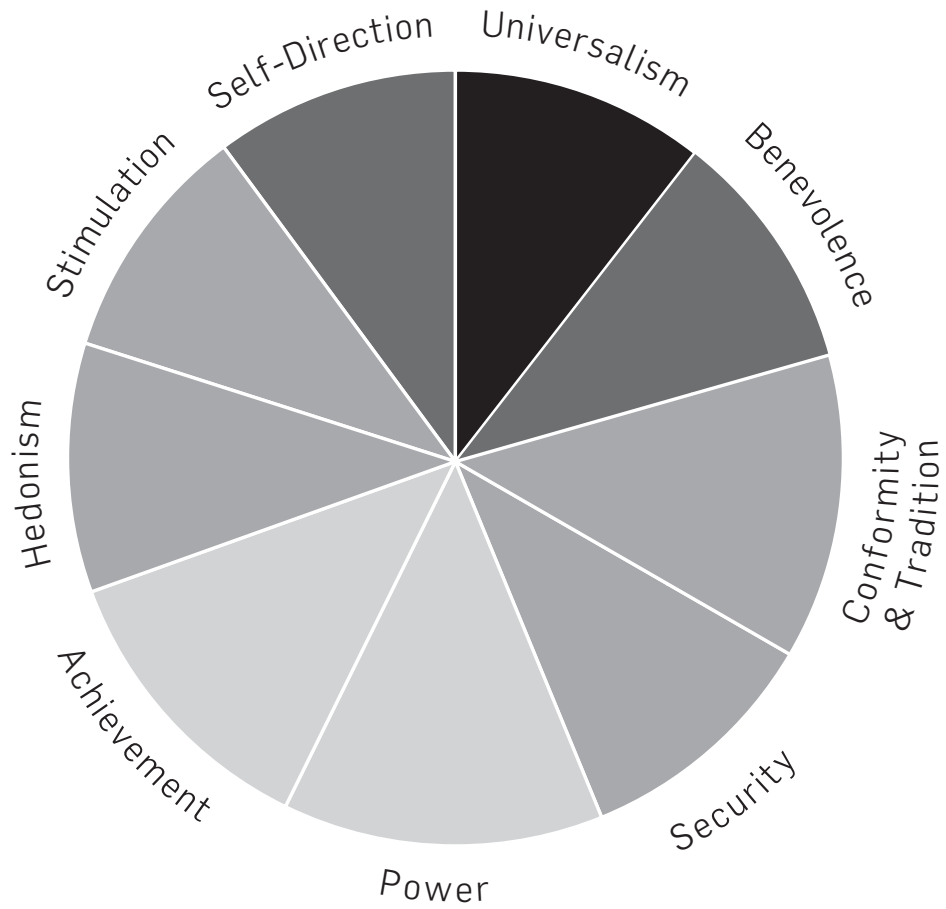
VALUES THAT ARE
CENTRED ON EXTERNAL
APPROVAL OR REWARDS

EXAMPLES

WEALTH
MATERIAL SUCCESS
CONCERN ABOUT IMAGE
SOCIAL STATUS
PRESTIGE
SOCIAL POWER
AUTHORITY

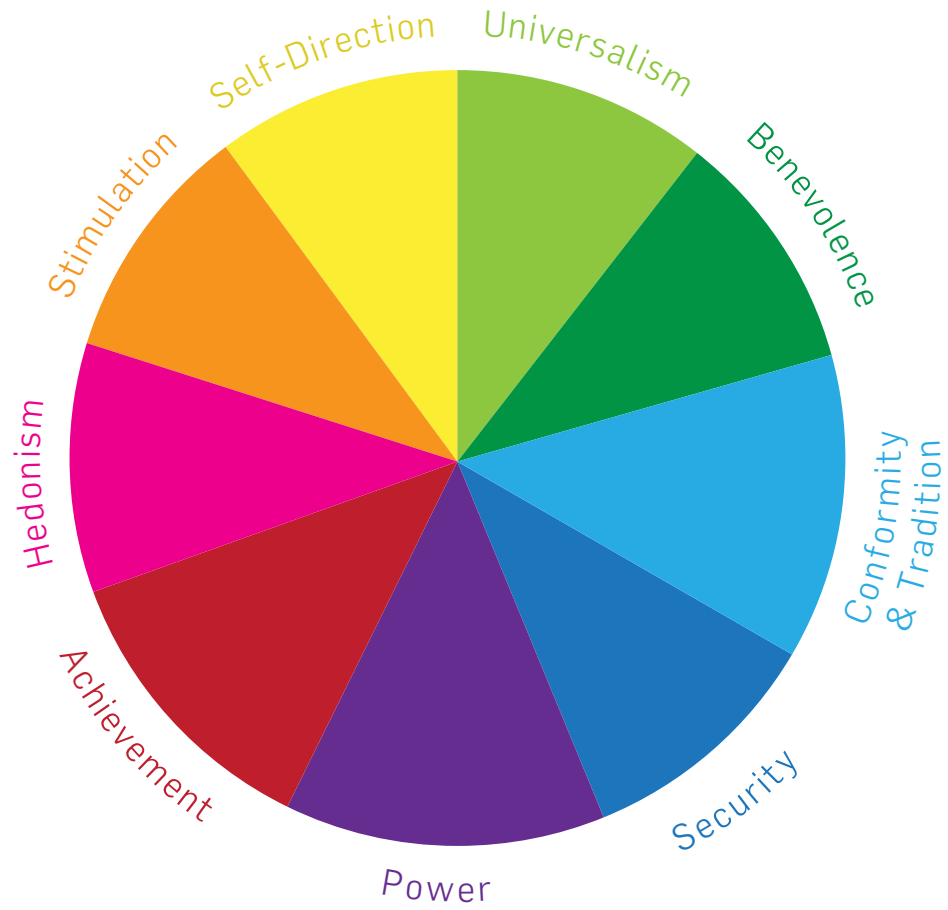




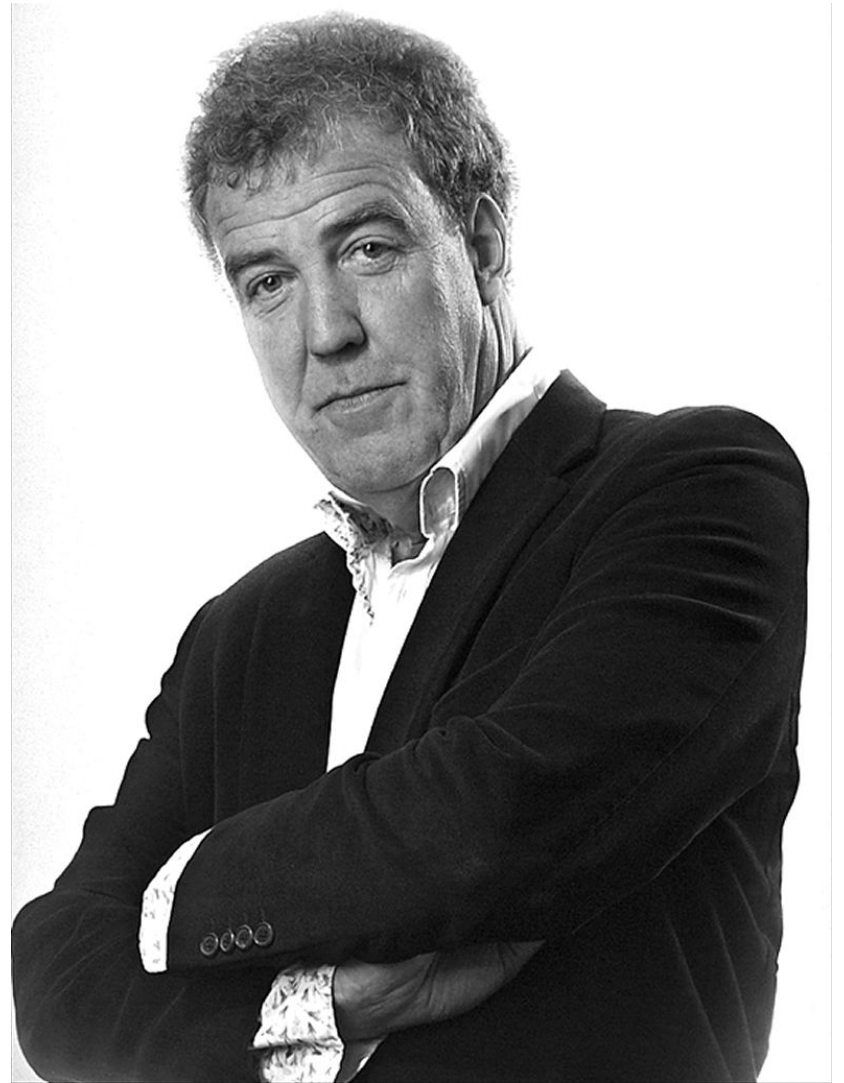


1. Values are universal
2. Values aren't characteristics
3. Values can be engaged
4. The see-saw effect
5. The bleed-over effect

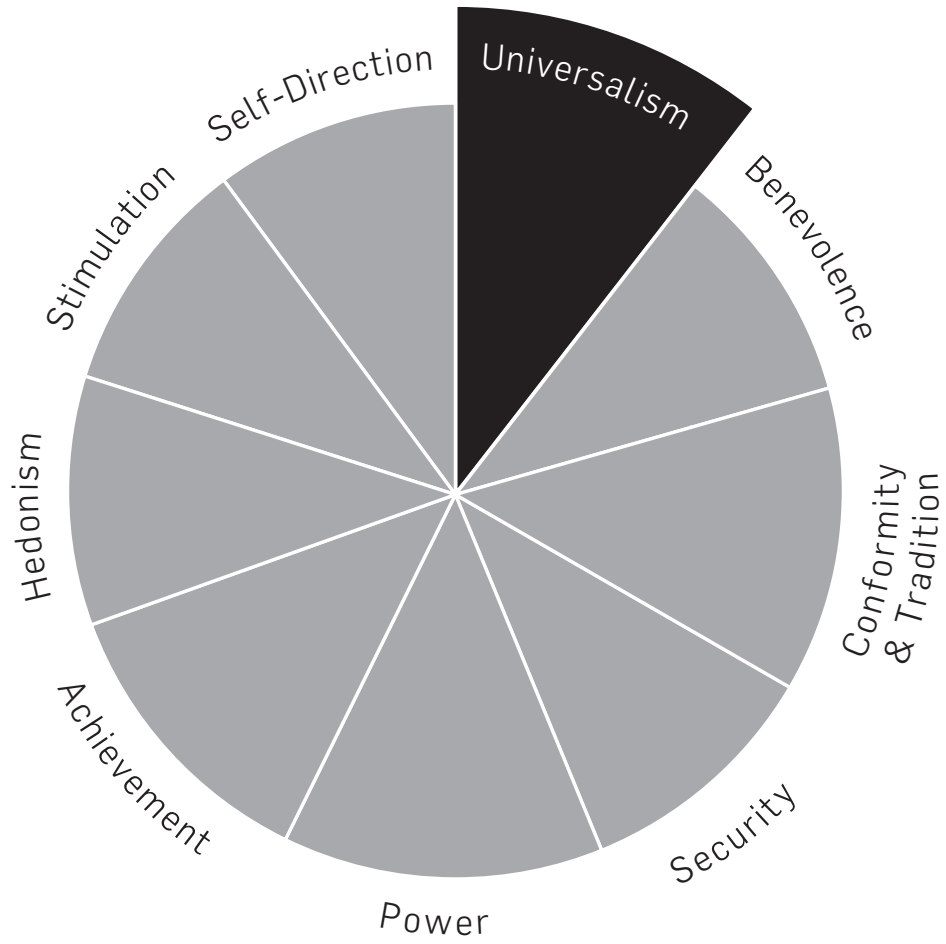
- 1. Values are universal**
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1. Values are universal
- 2. Values aren't characteristics**
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1. Values are universal
2. Values aren't characteristics
- 3. Values can be engaged**
4. The see-saw effect
5. The bleed-over effect



Values in extrinsic people

Chilton et al. (2011)

From 700 UK adults, selected 30 in top 10% on extrinsic values

Participants wrote about reasons for either:

- **Intrinsic values** (acceptance, affiliation, broadminded)
- **Extrinsic values** (popularity, image, wealth)

Values in extrinsic people

Chilton et al. (2011)

Then interviewed about:

Environment

Local – Loss of UK countryside

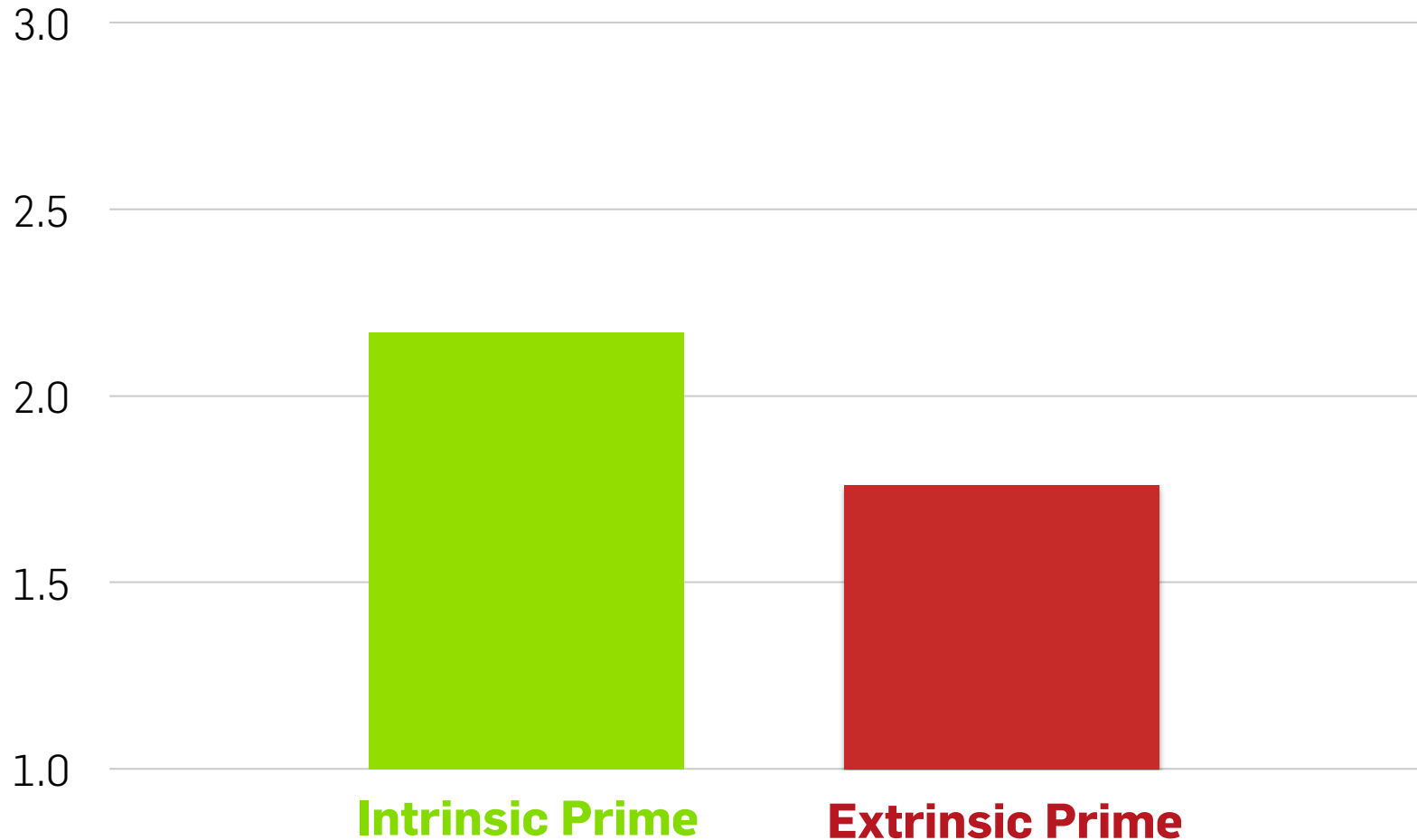
Global – Climate Change

Poverty

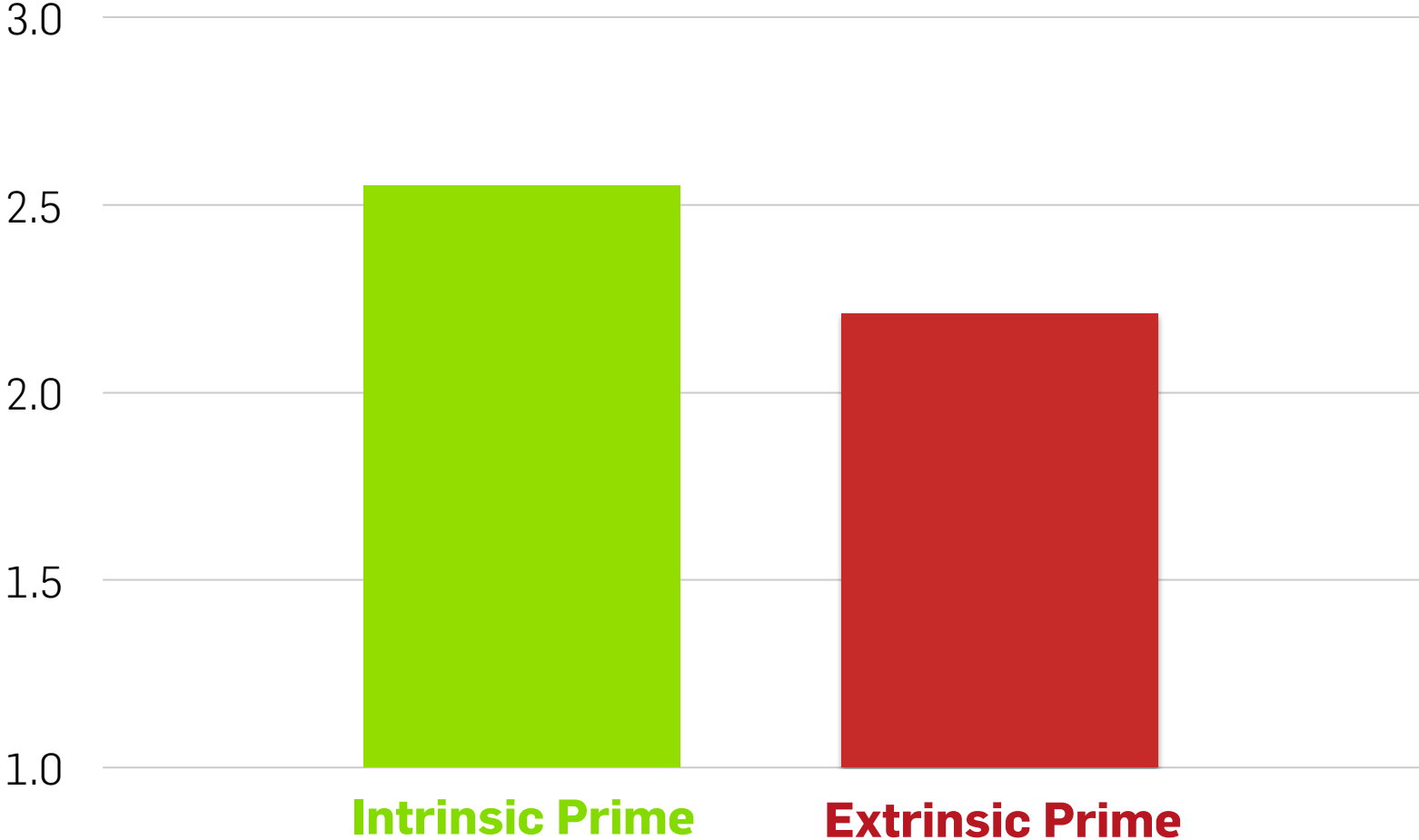
Local – UK child poverty

Global – Child mortality in developing nations

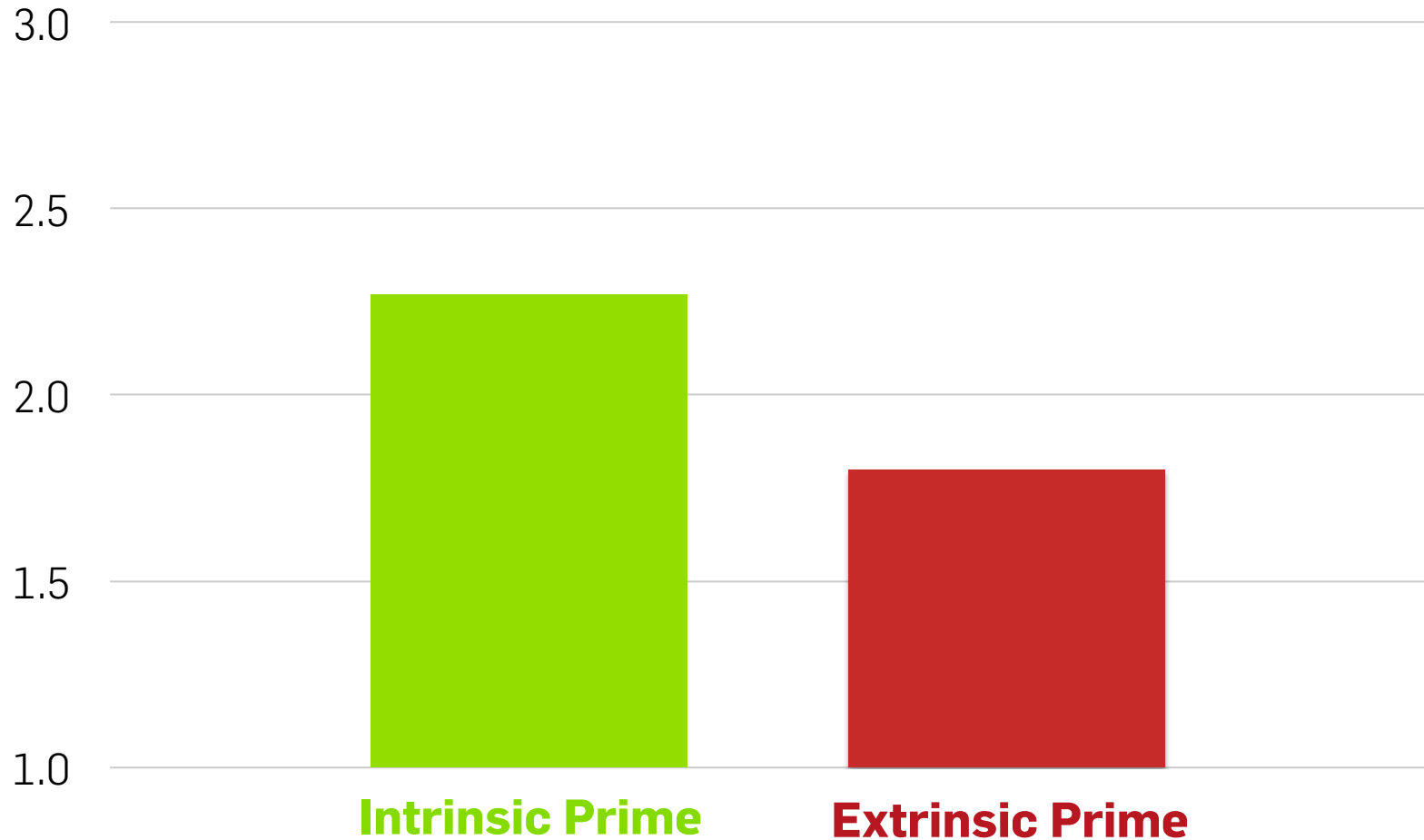
Intrinsic vs. extrinsic talk



Someone vs. No one should Act



Act for global vs. self-interest



Values in extrinsic people

Chilton et al. (2011)

Extrinsically primed people spoke about topics in extrinsic ways:

Child mortality – P 010 – “it’s a part of life over there ... it’s the way of life, that’s what happens so it’s nothing to get too upset about.”

Climate change – P 007 – “Mm, what would motivate me? I suppose money if there was a financial incentive to be more proactive...I do tend to switch things off but that’s more a case of me saving money in electricity than thinking oh that’s gonna help the world.”

Values in extrinsic people

Chilton et al. (2011)

Intrinsically primed people spoke about topics in intrinsic ways:

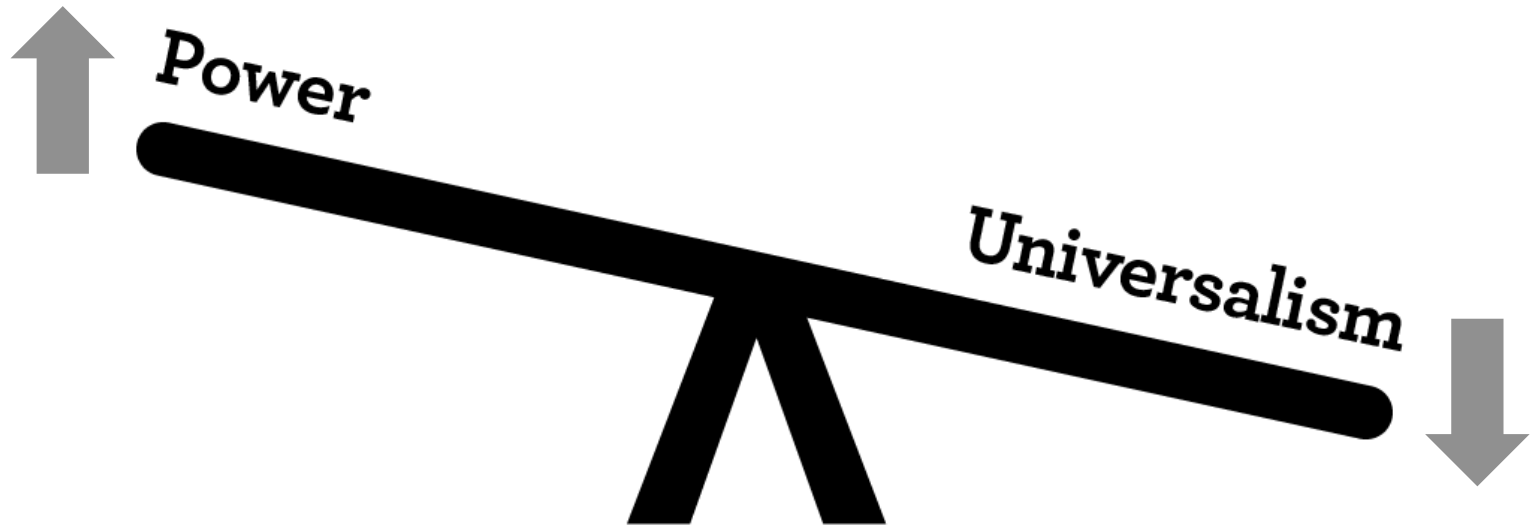
Child mortality – P 021 – “I think they should stop I mean bonuses and the bankers and it’s publicised on the news for goodness sake, it’s back to the haves and the have nots”

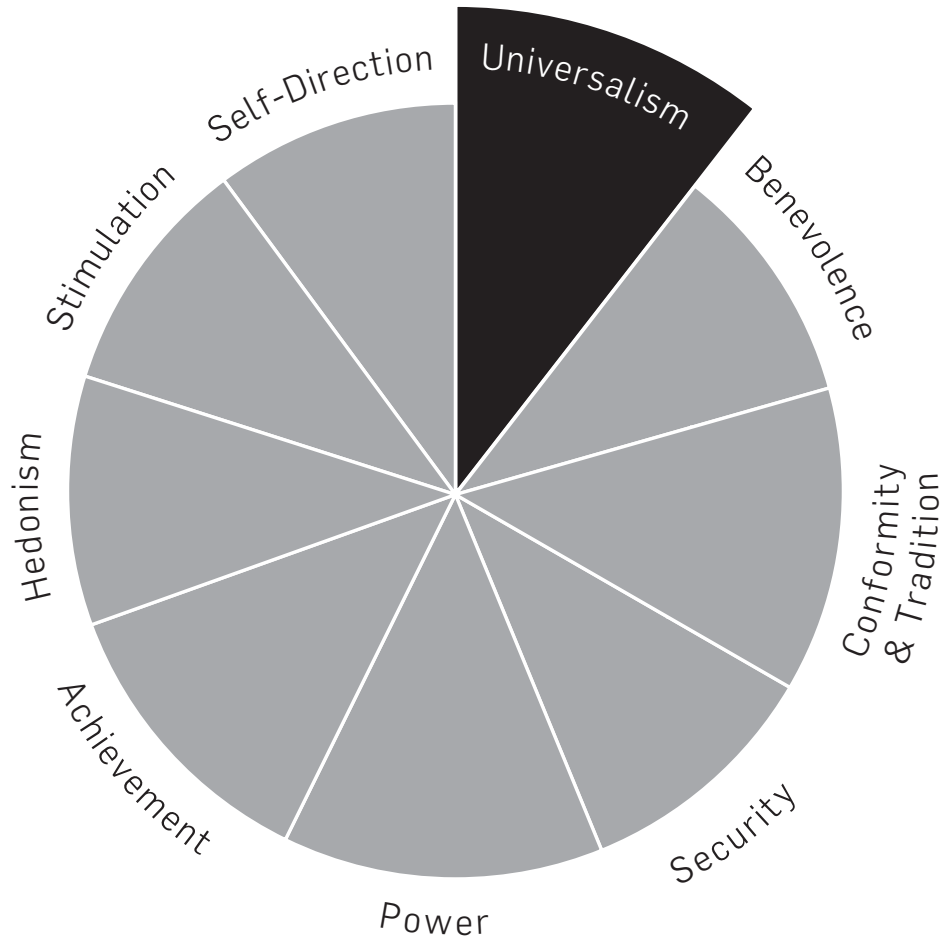
Climate change – P 026 – “I do think that the earth and the environment is precious and valuable...I think it should be at the top of the political agenda...I think that the world that we pass on to the next generation, you know, is, is, is our responsibility.”

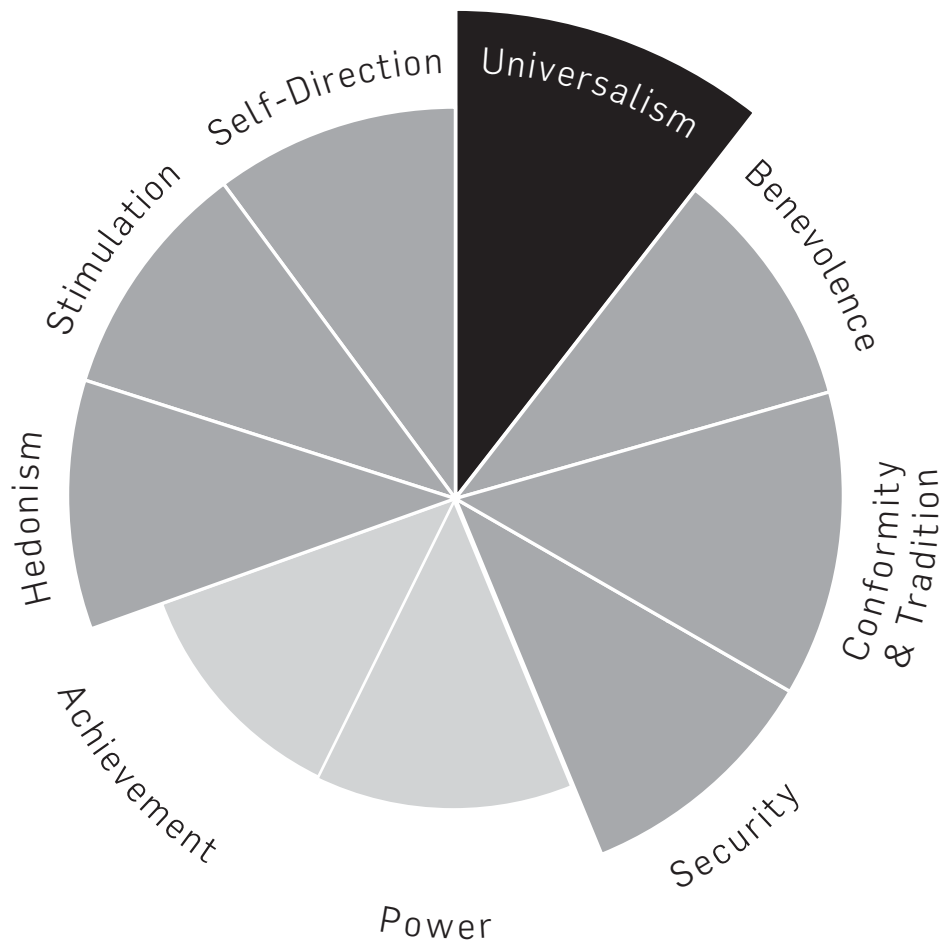
1. Values are universal
2. Values aren't characteristics
3. Values can be engaged
- 4. The see-saw effect**
5. The bleed-over effect

Seesaw

Engaging one set of values suppresses and discourages conflicting values, and associated attitudes and behaviours.







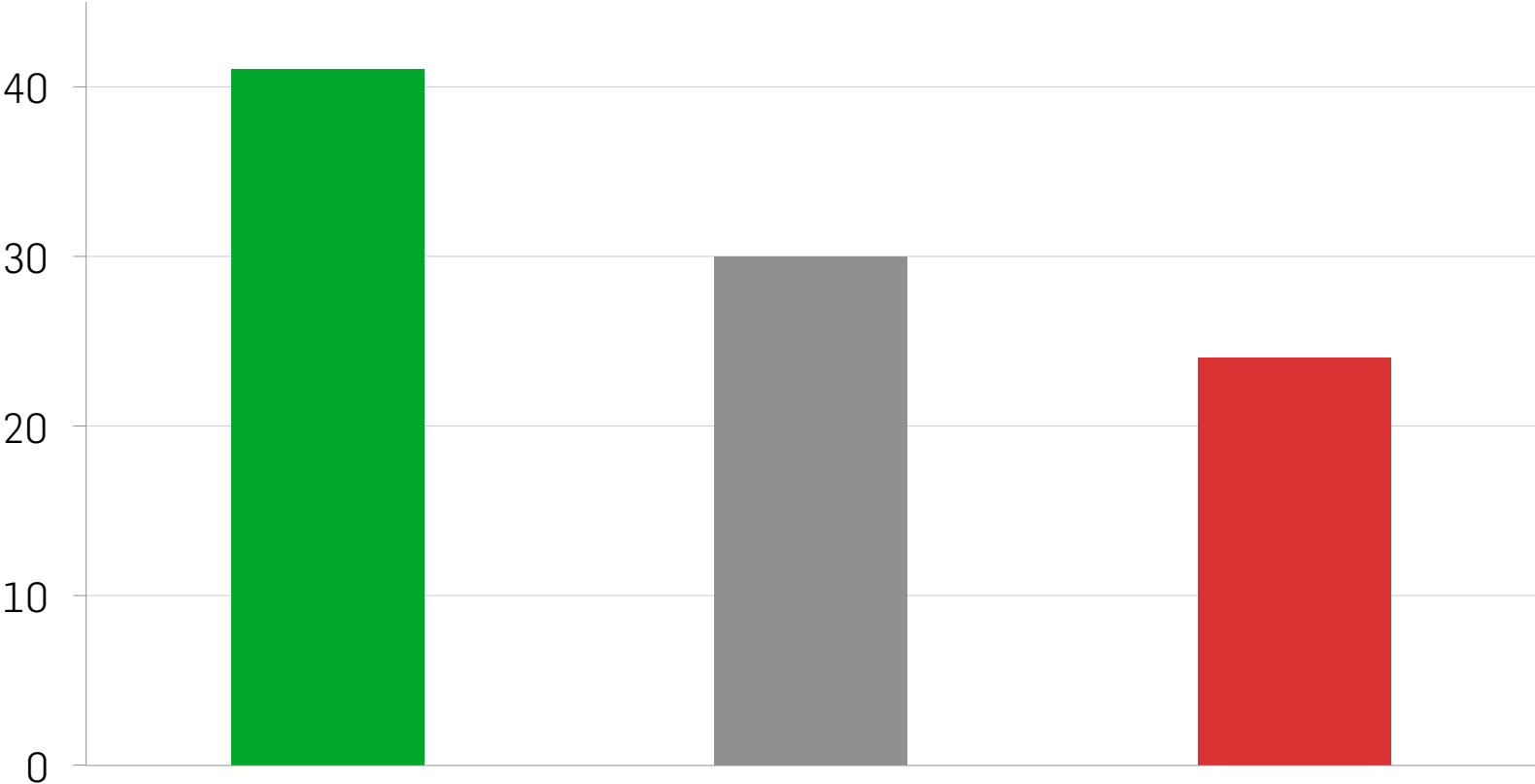
Volunteering

Maio et al. (2009)

Subjects sorted adjectives, items of furniture and either:

- **Benevolence**-related words (forgiving, helpful, honest)
- **Achievement**-related words (ambitious, capable, successful)
- **Food** related words (control)

**Time
volunteered**



Benevolence

Control

Achievement

Money

Vohs et al. (2006)

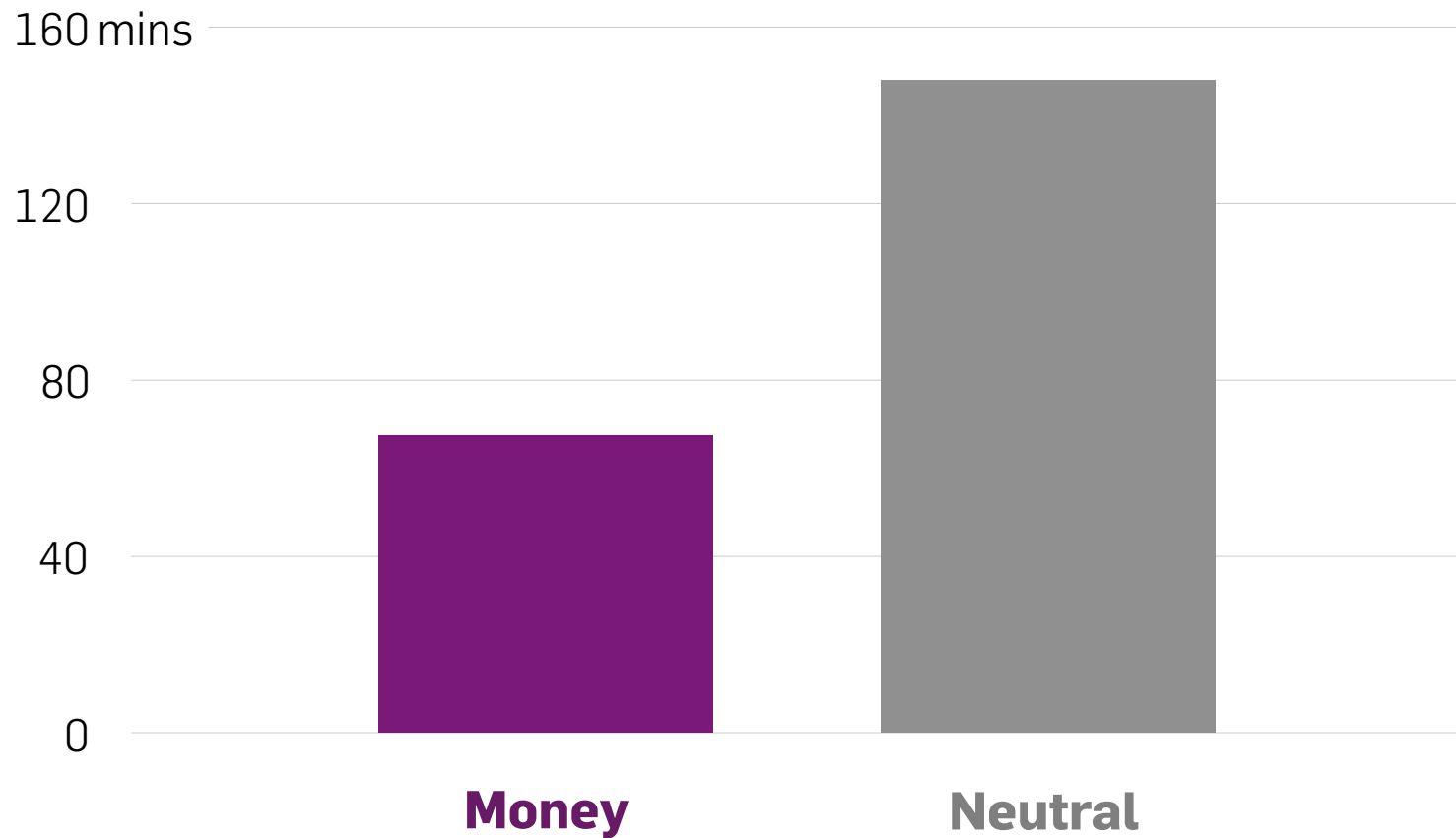
Unscramble words:

Neutral words: “cold it outside is”

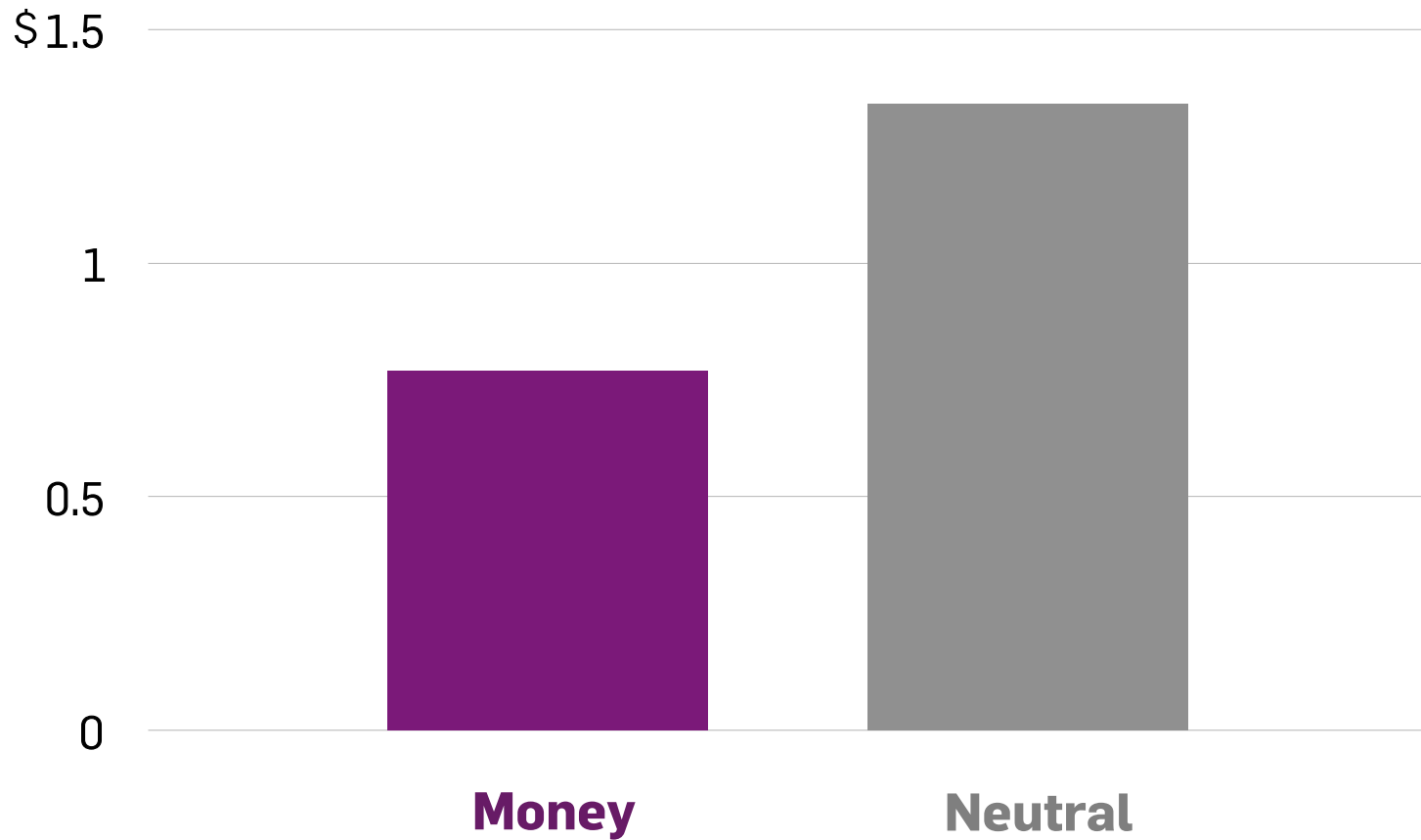
Money words: “high a salary paying”

Then measured various helping behaviours...

Time spent helping



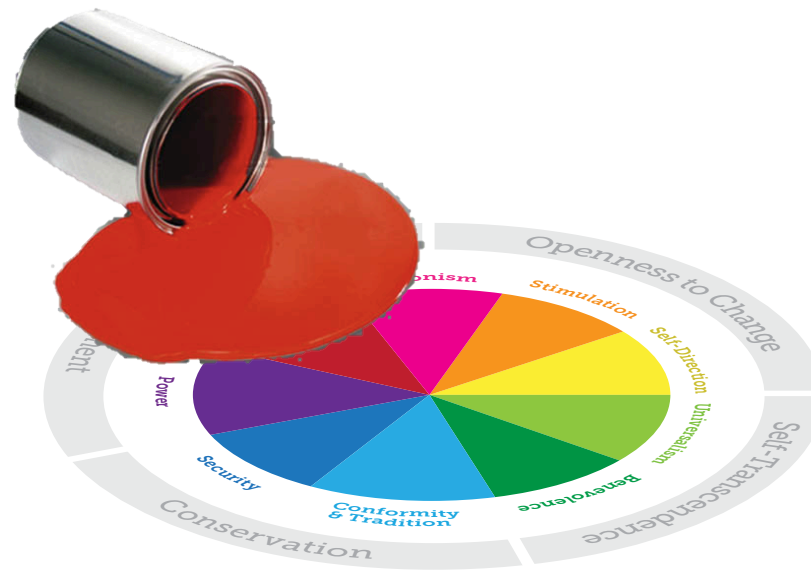
Amount Donated

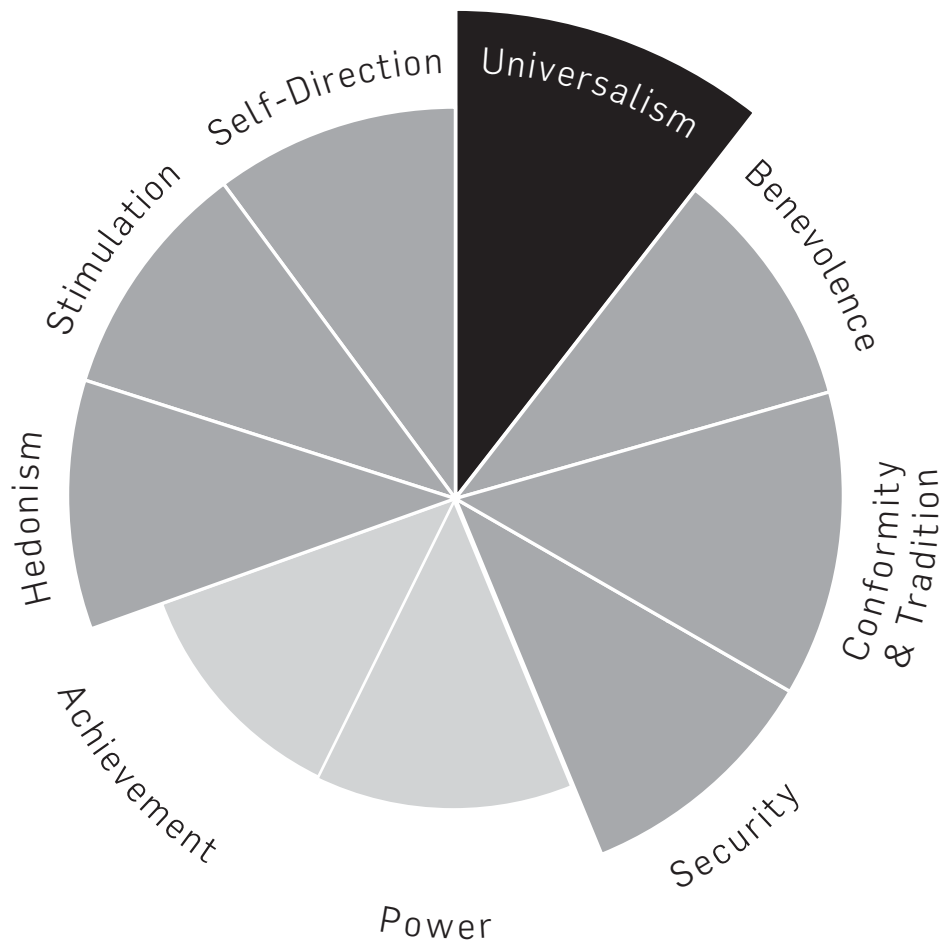


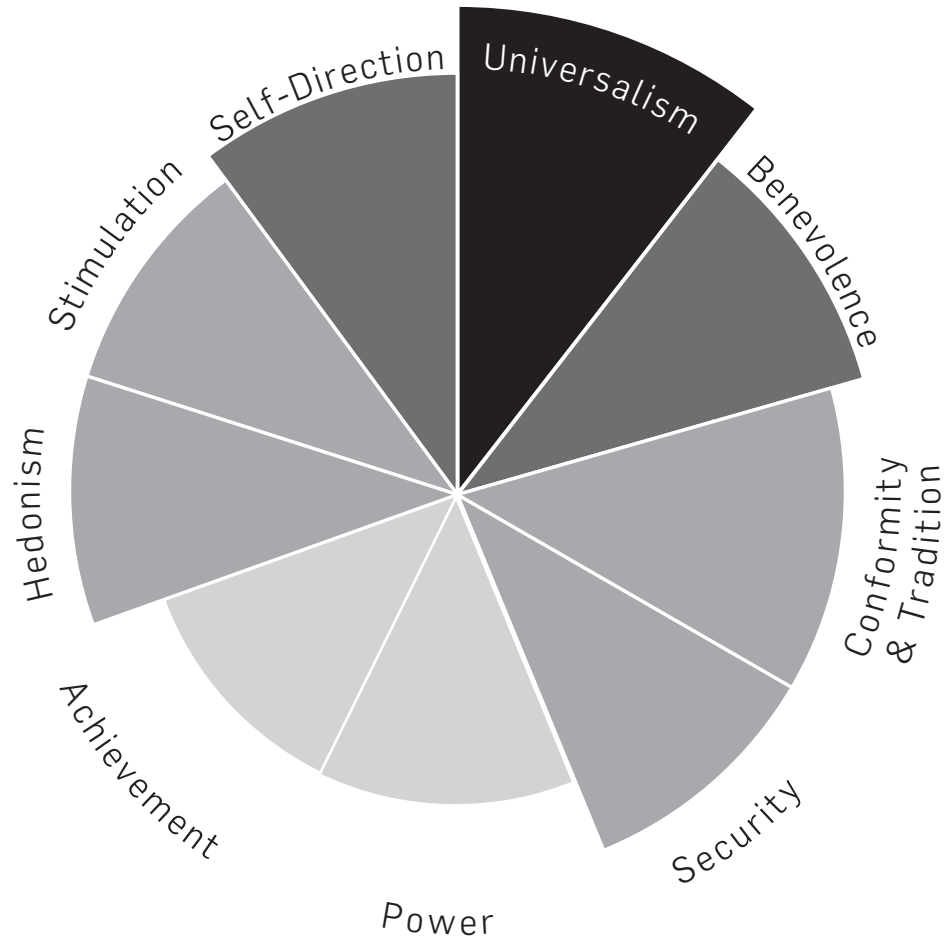
1. Values are universal
2. Values aren't characteristics
3. Values can be engaged
4. The see-saw effect
- 5. The bleed-over effect**

Bleedover

Engaging one set of values supports and encourages compatible values, and associated attitudes and behaviours.







Ecological Footprint

Sheldon, Nichols & Kasser (2010)

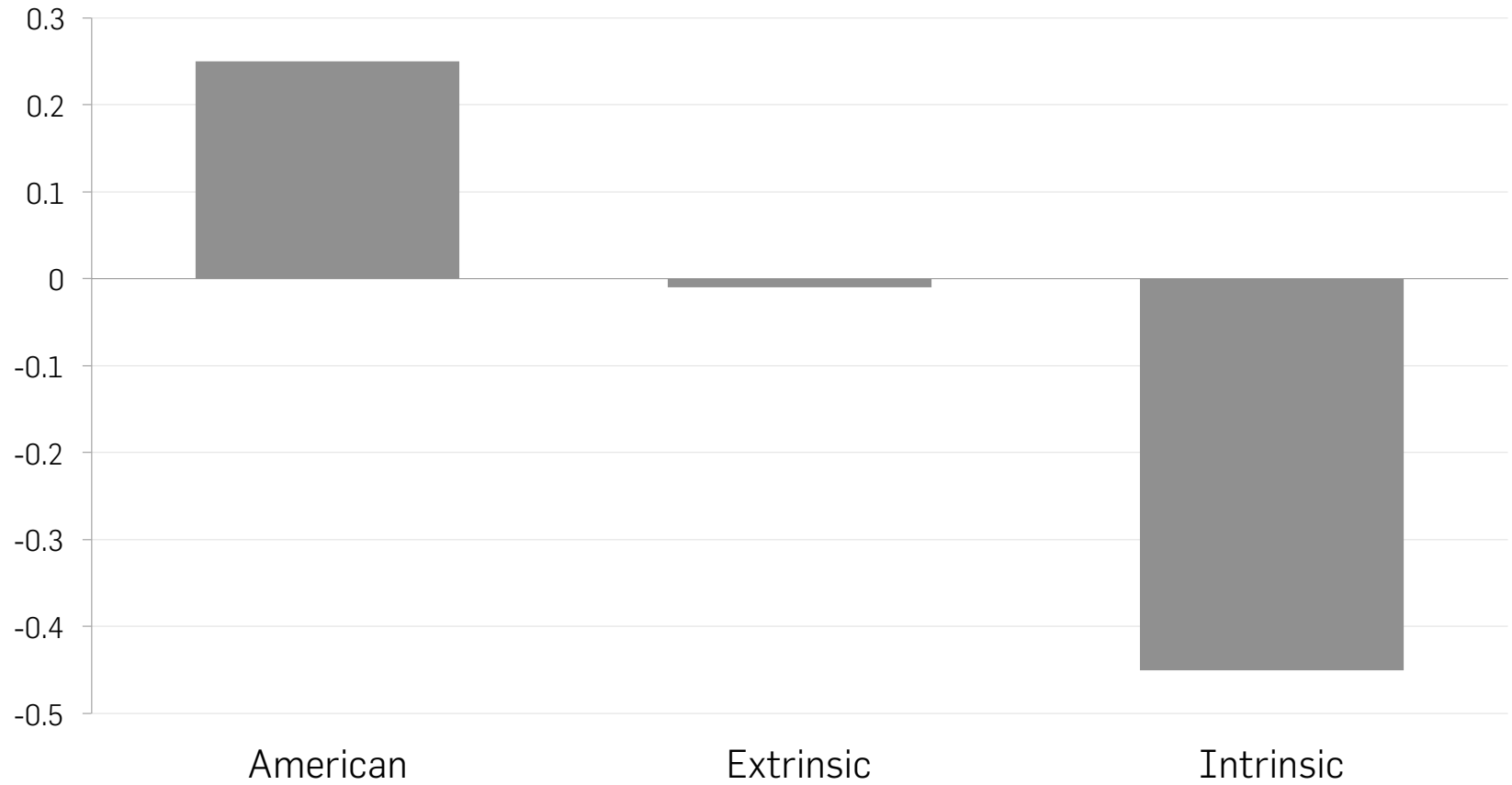
University students primed with identity

- American
- Extrinsic American
- Intrinsic American

Asked to recommend ideal Ecological Footprint for Americans in 5 years

- 11 items

Recommended footprints



Values

Are the guiding principles of life

Transcend specific actions and situations

Serve as standards or criteria

Are abstract and rarely conscious

Are dynamically related to each other

Are ordered by importance

Can be temporarily engaged

CLIMATE CHANGE

GAY RIGHTS

DEMOCRACY

1. How values work

2. Why values matter

3. How values develop

4. Some implications



RIGHTS

CHILD POVERTY

RACISM

Extrinsic / Intrinsic

Social attitudes & behaviour

Lower empathy Sheldon & Kasser (1995)

Machiavellian (manipulative) McHoskey (1999)

Social Dominance Orientation Duriez et al. (2007)

Racial and ethnic prejudice Ibid; Roets et al. (2006)

Competition vs. cooperation Sheldon et al. (2000)

Anti-social behaviour Cohen & Cohen (1996); McHoskey (1999);

Kasser & Ryan (1993)

Extrinsic / Intrinsic

Ecological attitudes & behaviour

Value protecting the environment, unity with nature and having a world of beauty Schwartz (1992)

Concern about effects of environmental damage on other people, animals, and future generations Schultz et al. (2005)

Frequency of cycling, recycling, reusing, conserving energy, etc. Gatersleben et al (2008); Kasser (2005); Richins & Dawson (1992);

Amount of organic purchases in laboratory grocery store Matthey & Kasser (2010)

Extrinsic / Intrinsic

Personal Well-being

Life Satisfaction Richins & Dawson (1992)

Self-actualization & Vitality Kasser & Ryan (1993, 1996)

Depression & Anxiety Ibid; Schor (2004)

Positive vs. negative emotions Sheldon & Kasser (1995)

Personality Disorders Cohen & Cohen (1996)

Smoking & Alcohol use Kasser & Ryan (2001); Williams et al. (2000)

National values

Kasser (2011)

20 wealthy nations.

Citizens' values for achievement, power, status, money vs. loyalty, helpfulness, social justice, a world of beauty.

After controlling for GDP, a general pattern was evident between values and:

- CO₂ emissions
- Child well-being
- Maternal leave
- Advertising to children

A man with dark hair and glasses is looking towards the camera with a slight smile. He is holding a white rectangular sign in front of his face. The sign has the words "Values matter" written on it in a bold, black, sans-serif font. His hands are visible, holding the sign from the top and bottom edges. The background is a plain, light-colored wall.

**Values
matter**

Values

Are the guiding principles of life

Transcend specific actions and situations

Serve as standards or criteria

Are abstract and rarely conscious

Are dynamically related to each other

Are ordered by importance

Can be temporarily engaged

Influence our attitudes and behaviours

SOCIAL JUSTICE

INEQUALITY

GENDER EQUALITY

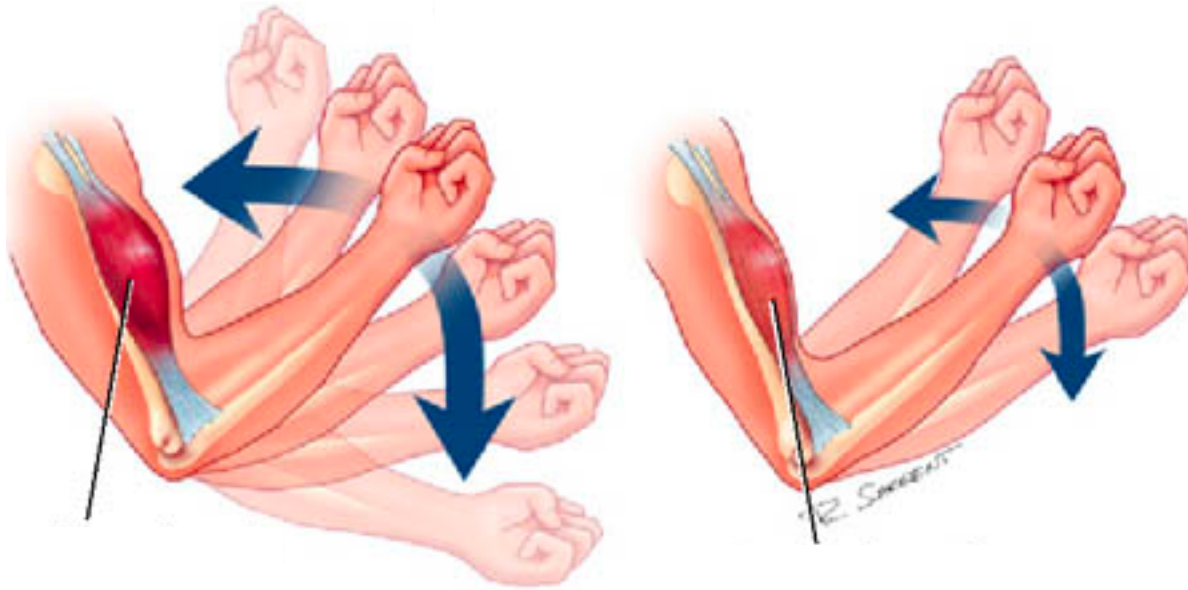
1. How values work
2. Why values matter
- 3. How values develop**
4. Some implications



DISABILITY I

COMMUNITY

1. Repeated engagement leads to stronger values.



OUR VALUES ARE SHAPED BY OUR LIVED EXPERIENCE

CULTURE

INSTITUTIONS

POLICIES

MEDIA

AGE

JOB

HOME

COLLEAGUES

INCOME

FAMILY

CAMPAIGNS

FRIENDS

SOCIAL MOVEMENTS

EDUCATION

PEER GROUPS

TRADITIONS

POLITICAL ESTABLISHMENTS

LEGAL ESTABLISHMENTS

WELFARE

LAW ENFORCEMENT

REGULATION

NHS

SERVICE PROVISION

ECONOMIC SYSTEMS

YOUTH

CAREER PROGRESSION

SOCIAL NORMS

SECURITY AND INSECURITY

ADVERTISING

NUMBER OF OPPORTUNITIES

FIRST JOB

MORAL PANICS

NEIGHBOURHOOD

SPACE

WORKPLACES

COMFORT

COMPETITIVE ENVIRONMENTS

PARENTS' BELIEFS AND VALUES

PARENTS' JOBS

ENVIRONMENT

SUCCESS

AUTHORITY

DIVERSITY

QUANTITY

BACKGROUND

HIERARCHIES

GAY RIGHTS

RELIGION

HOBBIES

PRESSURES

CHALLENGES AND ARGUMENTS

SIMILARITIES

TEACHING STYLE

CLUBS

CIVIL RIGHTS

UNIVERSITY OR NOT

PUNISHMENTS



Influences on values

From Schwartz, Kasser, and others...

FAMILY Studies across three generations of families show there are significant similarities, despite generational changes.

PEERS Children who care about extrinsic values have similarly-oriented friends and report more peer pressure to care about money and image

EDUCATION More education generally promotes openness of thinking, creativity, and independence, i.e., self-direction values. BUT – pursuing law & business degrees increases extrinsic values.

AGE Older people tend to hold security and tradition values more highly.

Influences on values

From Schwartz, Kasser, and others...

MEDIA People are more materialistic the more TV they watch. After the introduction of Fox News in certain US states, voting patterns significantly shifted towards the Republicans. Introduction of TV in rural India was attributed with significant moves towards women's empowerment and related values, but in Fiji led to the first recorded cases of eating disorders.

POLICY FEEDBACK Policies and institutions change our perceptions of what is *possible, desirable and normal*. After the reunification of E&W Germany, East German attitudes towards social welfare policy became like W German attitudes.

ECONOMIC SYSTEMS In more neo-liberal, de-regulated, competitive capitalist economies, people prioritize extrinsic values more highly.

2. Threat leads people to orient towards stronger extrinsic values.



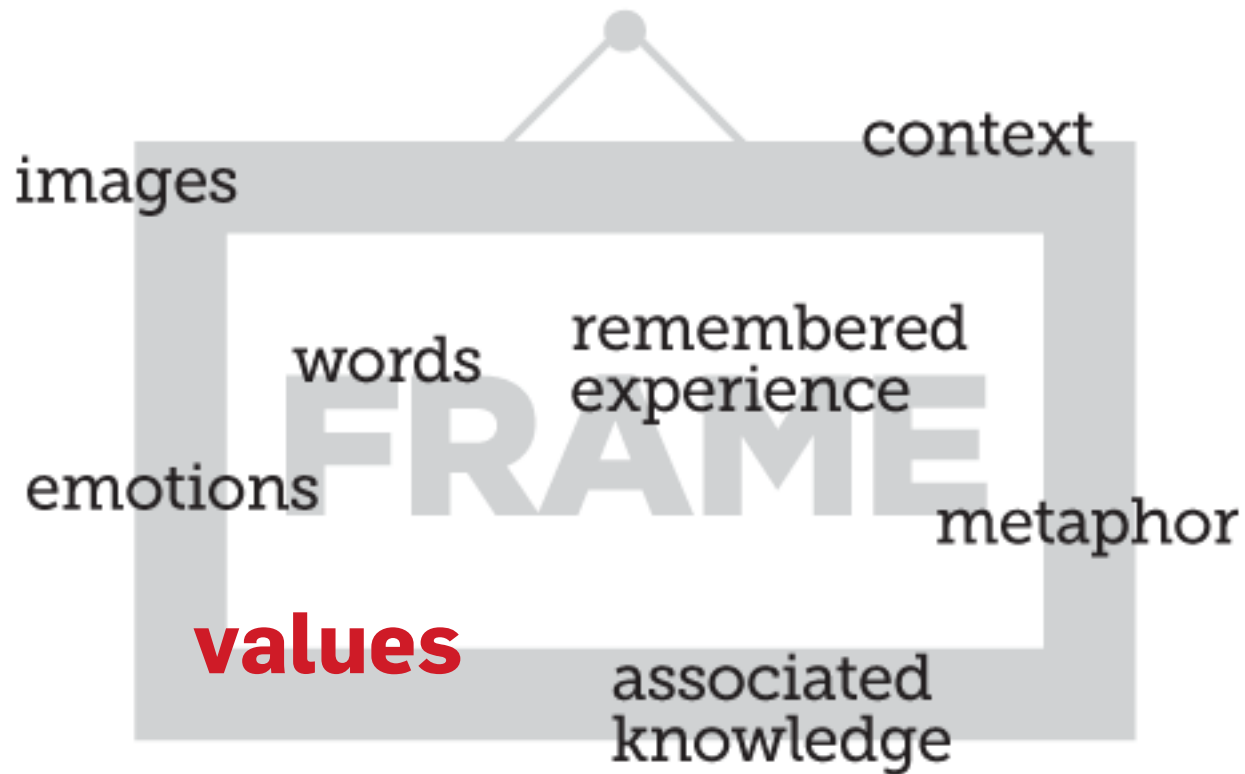
Questions

before a well-deserved break!

3. Frames



& what's left out



Framing: what's implied

Public money **vs.** taxpayers money

Tax relief **vs.** tax cut

Charity **vs.** justice

Rogue trader

Framing: metaphor

Nanny State

Mother Earth

Framing: experience & engagement

Participation vs. hierarchy

A flyer

FRAMES

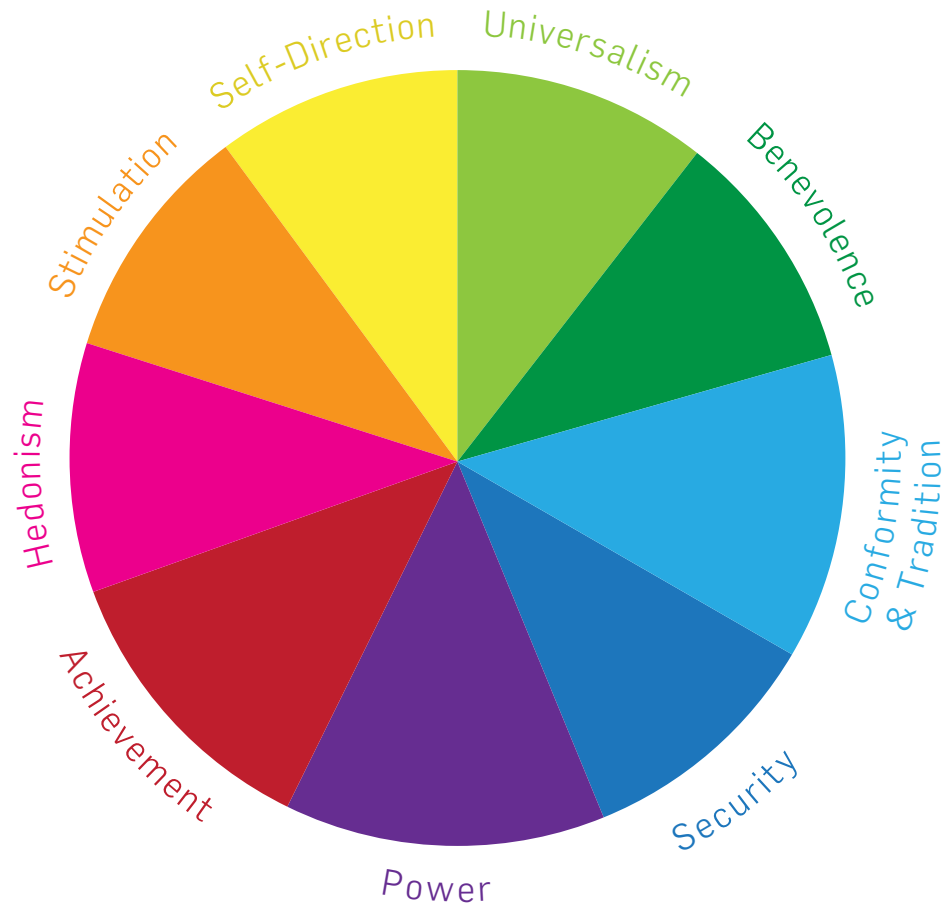
Reinforced through repeated engagement

Shape thinking and responses

DEEP FRAMES

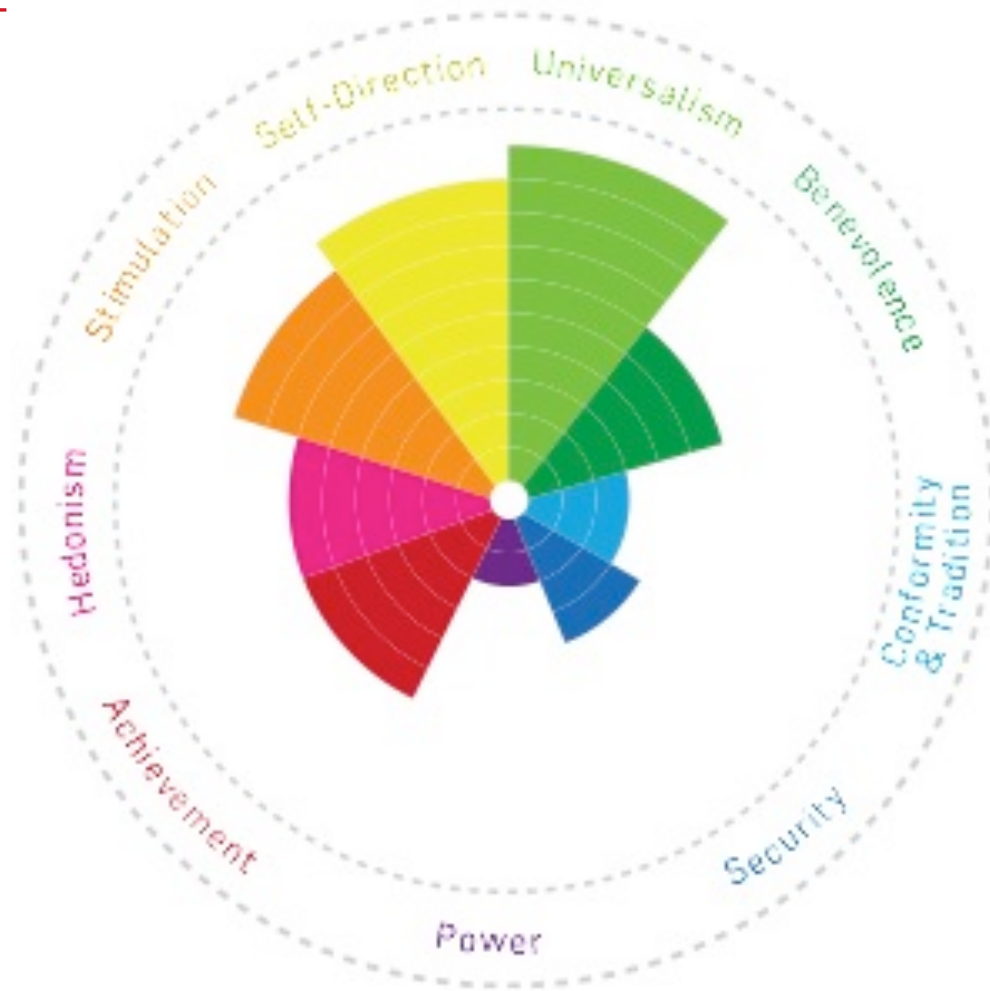
Transferable across situations – more like worldviews, narratives or even ideologies.

Relate to situations and experience.



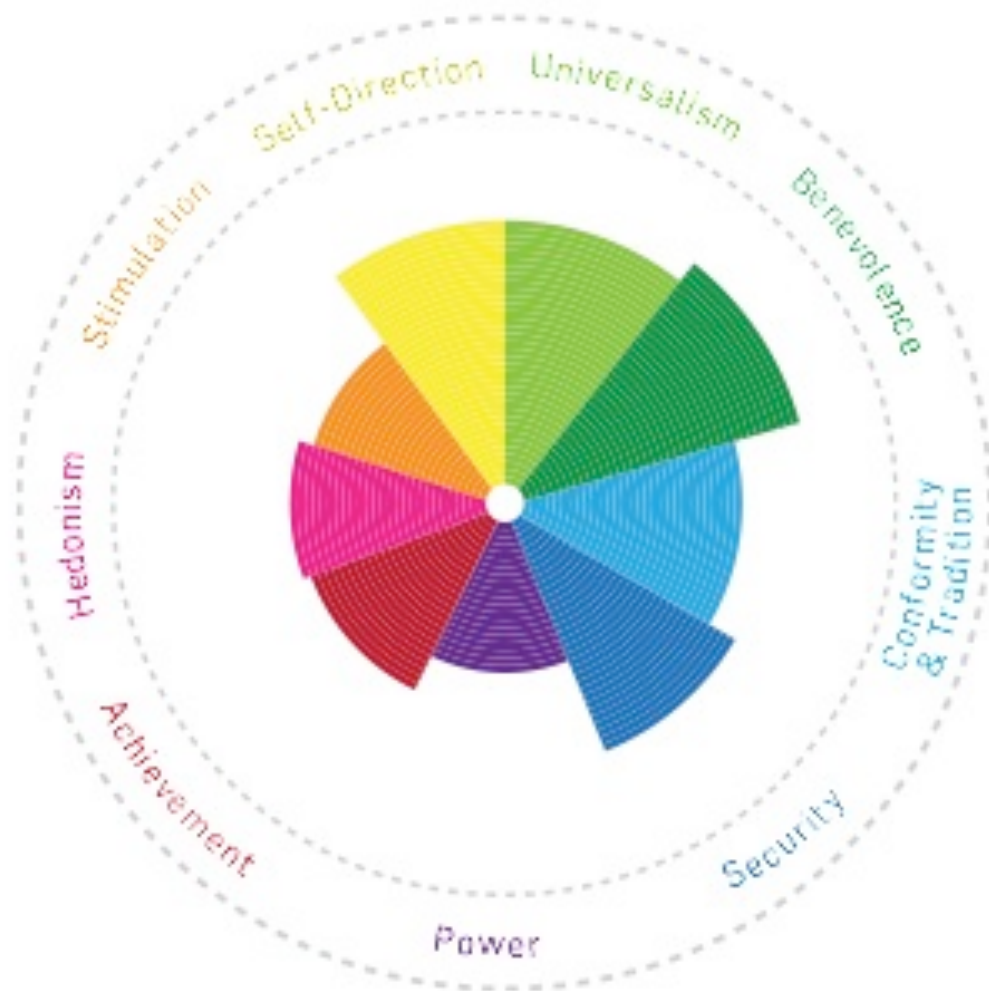
My Values

10th Jan 2011



UK Values

2008



GENDER EQUALITY

OBESITY

1. How values work
2. Why values matter
3. How values develop

4. Some implications



RIGHTS

HIV/AIDS

**What does this mean
for Equalities bodies?**



How?

1. Integrate values & frames
2. See the big picture
3. Work together

- 1** Integrate values & frames
2. See the big picture
3. Work together

What do we value?

What values are we living by?

What values and frames are we promoting in our work?

What values and frames will the policies we advocate promote?

What are the structures, institutions and policies that shape our society's values? How can we democratise these?



1. Integrate values & frames

2 See the big picture

3. Work together

GET NEWSLETTER

First Name

Email

SUBMIT

BLOG

f Like

1m



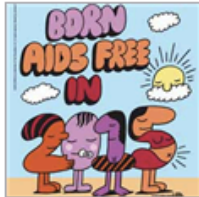
Follow @joinred on Twitter



DESIGNED TO HELP ELIMINATE AIDS

PRODUCTS (RED)NIGHTS (2015)RED LAZARUS EFFECT IMPACT ABOUT (RED) TAKE ACTION

THE LATEST (RED) RESULTS



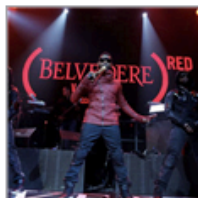
TAKE ACTION



THE AIDS FREE GENERATION IS DUE in 2015



(PRODUCT) RED™



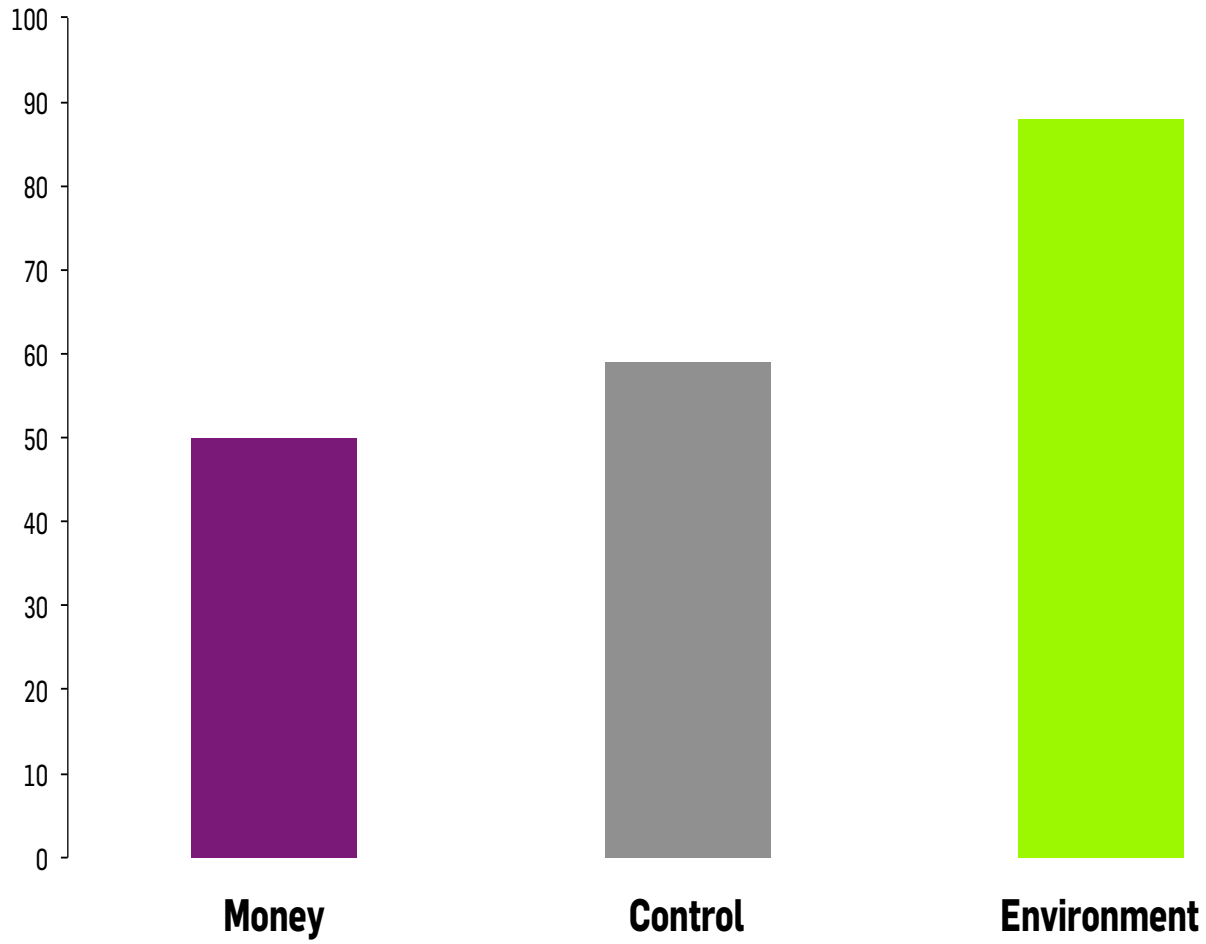
Collateral Damage

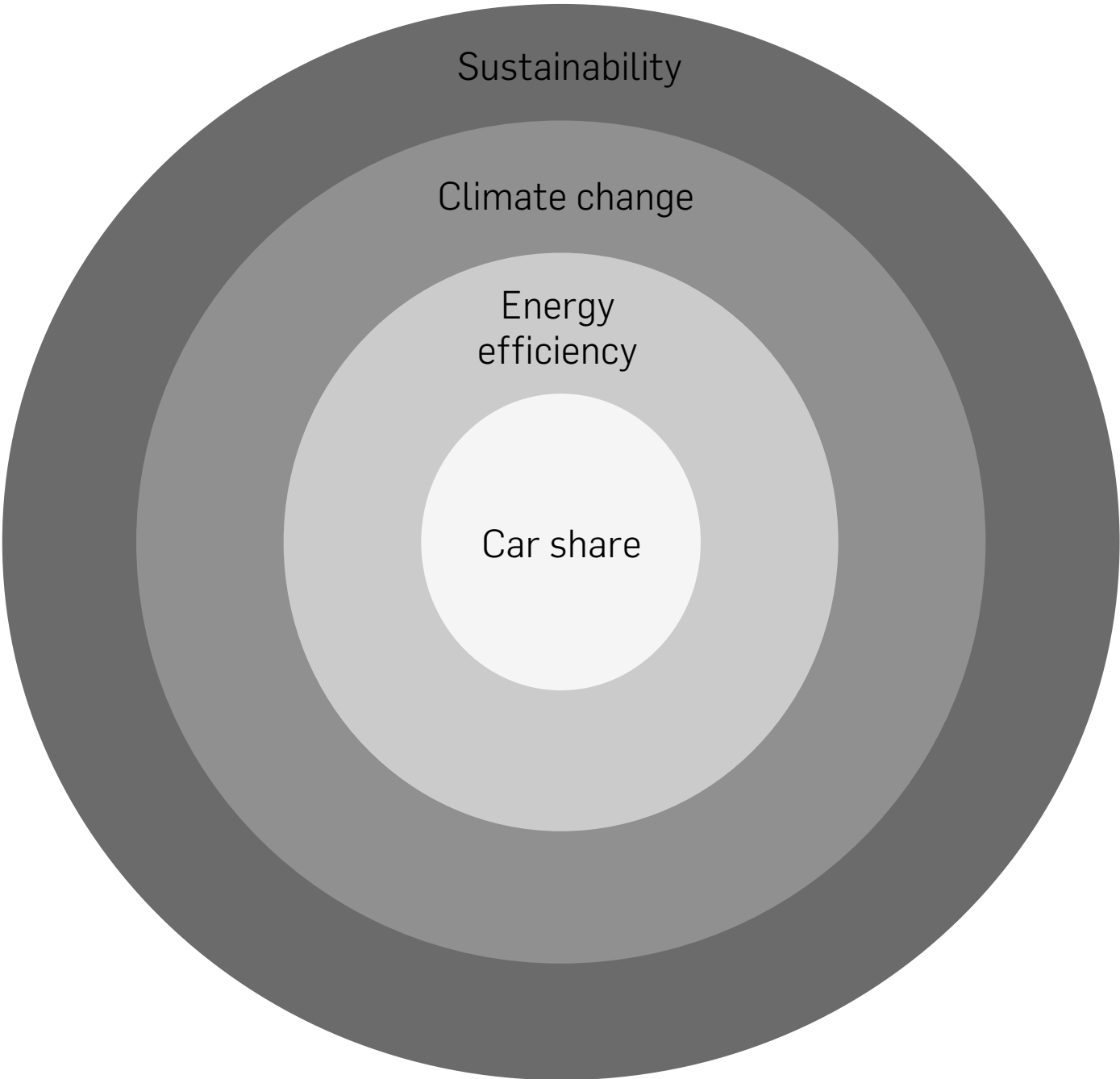
Maio (2010)

Presented car sharing as either:

1. **Intrinsic**
2. **Neutral**
3. **Extrinsic**

Asked participants to draw logo ideas, then asked them to throw paper in the waste bin. Then measured whether they threw the waste paper in the normal bin or the recycling bin.





Sustainability

Climate change

Energy
efficiency

Car share

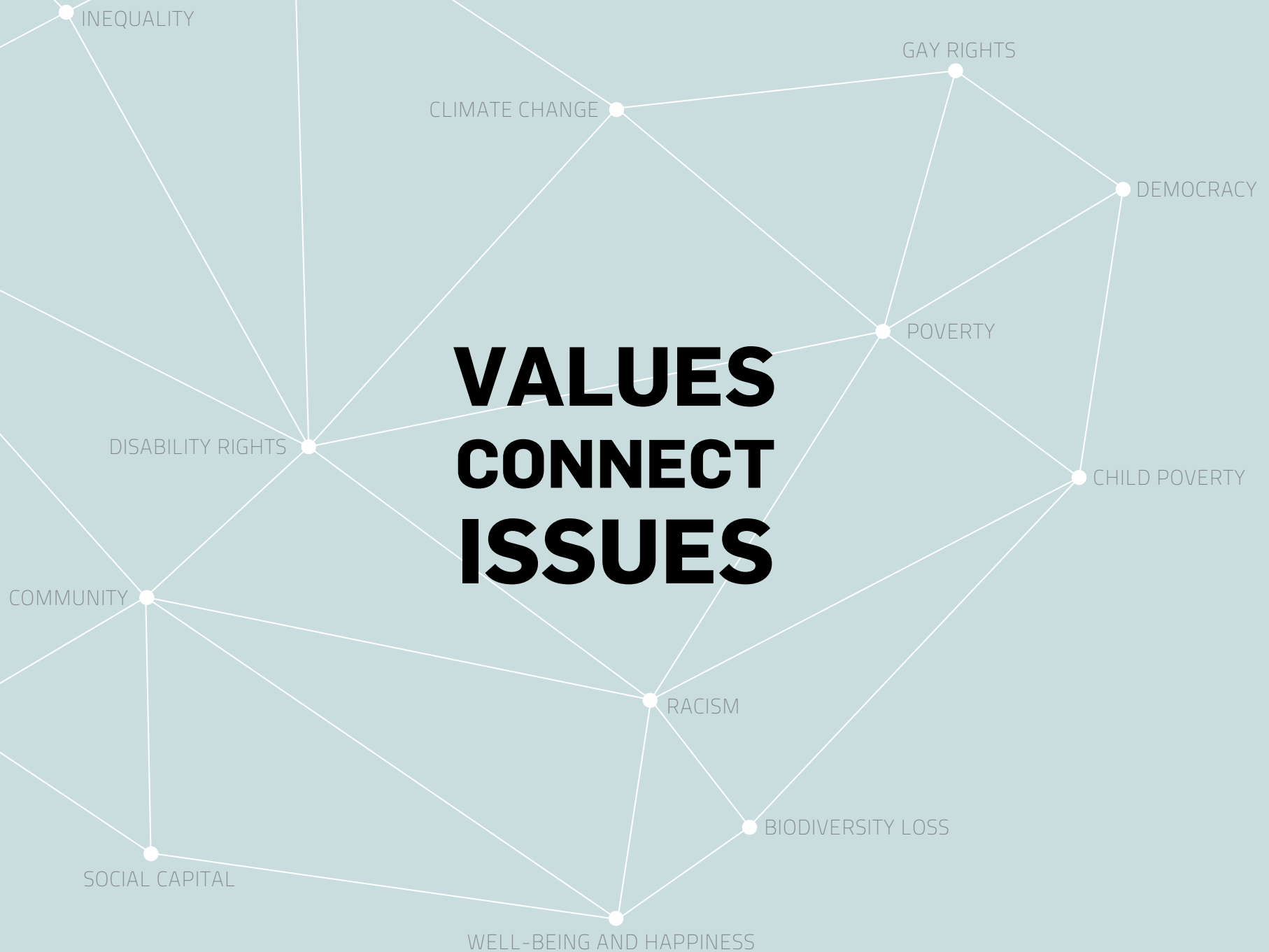
Trade-offs & collateral damage

- Disability training?
- Home insulation?
- Ecosystem valuation?

When we take values into account it's clear, we have a bigger and broader impact than we think.

What are the long-term implications?

VALUES CONNECT ISSUES



1. Integrate values & frames

2. See the big picture

3 Work together

- Advertising / marketing
- Time Poverty
- Alternatives to GDP
- CSR: From footprint to mindprint
- Inequality
- etc.

In conclusion

Values impact on the issues we care about.

Intrinsic values are socially & environmentally beneficial.

Values are shaped by our lived experience.

We can, and should, collectively shape our society to solve the issues we care about.

COMMUNITY

HIV/AIDS

SOCIAL CAPITAL

TRADE JUSTICE

FUEL POVERTY

Thanks.

valuesandframes.org

rich@pirc.info

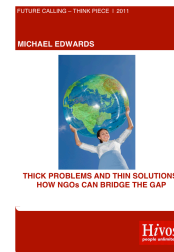
tcrompton@wwf.org.uk

Recommended reading

Ill Fares the Land
Tony Judt



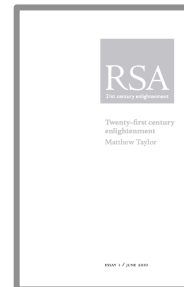
Effective Change Strategies
for the Great Transition
Smart CSOs



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