

## **The structural organization of human values - evidence from the European Social Survey (ESS)**

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## Introduction

Universals in the content of human values and their structural organization have been the focus of research for more than two decades (Schwartz & Bilsky, 1987, 1990; Schwartz, 1992). In this context ordinal multidimensional scaling (MDS) has become a central approach for analyzing values structure. Starting from regional hypotheses, MDS displays the discriminability of values in an easily accessible geometric representation. Furthermore, this approach is relatively free from mathematical restrictions and additional assumptions not relevant to the problem under study (Borg & Shye, 1995).

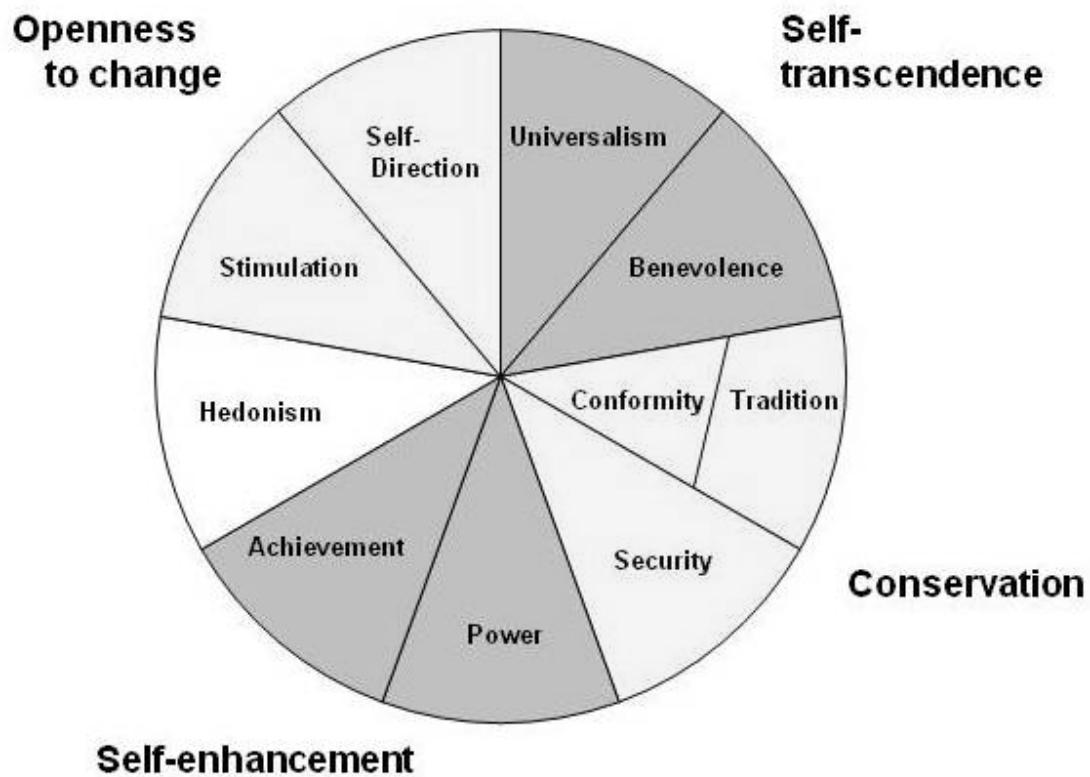
Initially, studies concentrated on samples of teachers, university students, and other adult groups (Schwartz & Sagiv, 1995), using the Schwartz Value Survey (SVS) as an assessment device. Later, Schwartz developed an alternative instrument, the Portrait Values Questionnaire (PVQ), which is cognitively less demanding than the SVS and which can be applied to younger and less educated samples (Schwartz, Melech, Lehmann, Burgess, Harris & Owens, 2001). Since then the scope of studies has expanded considerably, including samples of adolescents and children (Bubeck & Bilsky, 2004; Bilsky, Niemann, Schmitz & Rose, 2005; Boehnke & Welzel, 2006; Hofmann-Towfigh, 2007). The majority of these studies corroborated Schwartz' (1992) basic assumptions about value types (Table 1) and their structural relations as outlined in his revised values model (Figure 1; Schwartz, 1992, p. 45). However, to our knowledge, few of the underlying samples have been representative in a strict sense.

The availability of representative data changed considerably with the initiation and implementation of the European Social Survey (ESS) in 2001. The ESS is a biennial multi-country survey. From its beginnings, more than 20 countries participated in every ESS-round. A short form of the PVQ (PVQ21) has been part of the ESS-Questionnaire (Table 1), and data on value preferences are accessible for the first three ESS-rounds completed until today.

Referring to the ESS-values data from 2002 and to a former research report of Mohler and Wohn (2005) based on these data, Mohler, Rammstedt and Wohn stated recently (2006) that the “German ESS data showed, like those of many other cultures, quite some deviations from the ideal value circle ...” (p. 257). However, while these authors report several technical details with respect to their analyses, information about the specific options chosen for multidimensional scaling is insufficient. Therefore, we decided to (re-) analyze the PVQ-data available from the ESS by means of multidimensional scaling, and to document our statistical approach in such a way that it may be reproduced easily. Using data from the first three ESS-rounds does not only allow for comparisons between countries but also for comparisons of structural stability over time. Our statistical decisions and analytical steps taken are described in the following.

**Table 1.** Value types (basic values), central goals, and PVQ-Items (cf. Schwartz, 2005, Table 4.1)

Value Type	Central Goal	PVQ-Item (ESS)
(1) UN Universalism	Understanding, appreciation, tolerance and protection for the welfare of all people and for nature.	<b>Ipeqopt:</b> He thinks it is important that every person in the world should be treated equally. He believes everyone should have equal opportunities in life. <b>Ipudrst:</b> It is important to him to listen to people who are different from him. Even when he disagrees with them, he still wants to understand them. <b>Impenv:</b> He strongly believes that people should care for nature. Looking after the environment is important to him.
(2) BE Benevolence	Preservation and enhancement of the welfare of people with whom one is in frequent personal contact.	<b>Iphlppi:</b> It is very important to him to help the people around him. He wants to care for their well-being. <b>Iplylfr:</b> It is important to him to be loyal to his friends. He wants to devote himself to people close to him.
(3) TR Tradition	Respect, commitment and acceptance of the customs and ideas that one's culture or religion impose on the individual.	<b>Ipmodst:</b> It is important to him to be humble and modest. He tries not to draw attention to himself. <b>Imprtrad:</b> Tradition is important to him. He tries to follow the custom handed down by his religion or his family.
(4) CO Conformity	Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms.	<b>Ipbhprp:</b> It is important to him always to behave properly. He wants to avoid doing anything people would say is wrong. <b>Iprule:</b> He believes that people should do what they are told. He thinks people should follow rules at all times, even when no-one is watching.
(5) SE Security	Safety, harmony and stability of society, of relationships, and of self.	<b>Impsafe:</b> It is important to him to live in secure surroundings. He avoids anything that might endanger his safety. <b>Ipstrgv:</b> It is important to him that the government ensures his safety against all threats. He wants the state to be strong so it can defend its citizens.
(6) PO Power	Social status and prestige, control or dominance over people and resources.	<b>Imprich:</b> It is important to him to be rich. He wants to have a lot of money and expensive things. <b>Iprspot:</b> It is important to him to get respect from others. He wants people to do what he says.
(7) AC Achievement	Personal success through demonstrating competence according to social standards.	<b>Ipshabt:</b> It is important to him to show his abilities. He wants people to admire what he does. <b>Ipsuces:</b> Being very successful is important to him. He hopes people will recognize his achievements.
(8) HE Hedonism	Pleasure and sensuous gratification for oneself.	<b>Impfun:</b> He seeks every chance he can to have fun. It is important to him to do things that give him pleasure. <b>Ipgdtim:</b> Having a good time is important to him. He likes to "spoil" himself.
(9) ST Stimulation	Excitement, novelty, and challenge in life.	<b>Impdiff:</b> He likes surprises and is always looking for new things to do. He thinks it is important to do lots of different things in life. <b>Ipadvnt:</b> He looks for adventures and likes to take risks. He wants to have an exciting life.
(0) SD Self Direction	Independent thought and action choosing, creating, exploring.	<b>Ipertiv:</b> Thinking up new ideas and being creative is important to him. He likes to do things in his own original way. <b>Impfree:</b> It is important to him to make his own decisions about what he does. He likes to be free and not depend on others.



**Figure 1.** Structural relation among value types (cf. Schwartz, 1992, 2005).

## Method

### *Data and Samples*

Data from the first three rounds were downloaded from the data archive of the European Social Survey<sup>1</sup> (ESS1<sup>2</sup>, ESS2<sup>3</sup>, and ESS3<sup>4</sup>). As missing data and indiscriminate responses to the value items might distort our results, survey data were cleaned on a first step. This was ac-

<sup>1</sup> <http://www.europeansocialsurvey.org/>; data archive and distributor of the ESS data: [Norwegian Social Science Data Services \(NSD\)](#), retrieved 31.10.08.

<sup>2</sup> ESS1: <http://ess.nsd.uib.no/index.jsp?year=2003&country=&module=download>, retrieved 11.01.08.; R Jowell and the Central Co-ordinating Team, European Social Survey 2002/2003: [Technical Report](#), London: Centre for Comparative Social Surveys, City University (2003).

<sup>3</sup> ESS2: <http://ess.nsd.uib.no/index.jsp?year=2005&country=&module=download>, retrieved 17.09.08; data for Italy were added from ESS2IT: <http://ess.nsd.uib.no/index.jsp?year=2005&country=&module=download>, retrieved: 29.10.08; R Jowell and the Central Co-ordinating Team, European Social Survey 2004/2005: [Technical Report](#), London: Centre for Comparative Social Surveys, City University (2005).

<sup>4</sup> ESS3: <http://ess.nsd.uib.no/index.jsp?year=2007&country=&module=download>, retrieved 07.07.08; data for Latvia and Romania were added from ESS3LVRO: <http://ess.nsd.uib.no/index.jsp?year=2007&country=&module=download>, retrieved 07.07.08; R Jowell and the Central Co-ordinating Team, European Social Survey 2006/2007: Technical Report, London: Centre for Comparative Social Surveys, City University (2007)

complished by adopting the procedure described by Schwartz' (2005)<sup>5</sup>. He proposes to exclude persons who have more than 5 missing on the 21 value items, and those who have given the same answer to more than 16 of the 21 value items. Table 2 gives an overview of the different national samples and the respective N of participants before and after data cleaning.

As a second step, Pearson correlation coefficients were computed from the absolute and unweighted scores for the 21 PVQ-items (Schwartz, 2005). Correlation matrices were computed separately per country and ESS-round, applying listwise deletion for missing cases (see Table 2). These correlation matrices provided the basis for the following MDS analyses.

### *Weakly constrained confirmatory MDS*

From statistical literature (Borg & Groenen, 2005; Borg & Staufenbiel, 2007; Shye, 1985) we know that the results of multidimensional scaling may be affected by quite a number of different factors. Thus, the *measures of proximity* used, the *loss function*, or the respective *starting configuration* may make a difference. In view of the many statistical programs available like FSSA, HUDAP-SSA, KYST, SPSS-ALSCAL and -PROXSCAL, or SYSTAT-MDS (see Borg & Groenen, 2005, for a detailed overview), underreporting the respective statistical decisions and computational steps may result at best in confusion and at worst in the misinterpretation of findings.

We chose a *weakly constrained confirmatory approach* (Bilsky, 2008; Borg & Staufenbiel, 2007) for our analyses. Central to such an approach is a *starting configuration* which assigns every variable, i.e., every *value item*, its place within the hypothesized structure of values. A weakly constrained confirmatory MDS seems appropriate, because Schwartz (1992) offers an explicit, theoretically grounded hypothesis about the structural relation of value types. Our choice is further supported by some more general methodological considerations of Borg and Groenen (2005):

The MDS program optimizes Stress, which is substantively blind: that is, it is not tailored to the particular questions that are being asked. ... Minimizing Stress gives a solution that is locally optimal. Yet, other local minimum solutions may exist with a similar Stress, or possibly even with lower Stress ... The question is which solution should be preferred. *If a hypothesis for the data is available, then, of course, we would be particularly interested in the solution that most directly speaks to this hypothesis.* This is obviously the solution that most closely satisfies the hypothesis, even if its Stress is somewhat higher than the Stress for other solutions. (p. 228; italics inserted by the authors)

However, as *value items* are but representatives of the more general *value types* (global values), the location of these value types within the hypothesized overall value structure takes

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<sup>5</sup> SPSS-Syntax used for data cleaning, see: <http://essedunet.nsd.uib.no/cms/topics/1/4/all.html>; retrieved 31.10.08.

precedence. Therefore, we deduced a *design matrix* of value types from the Schwartz model (Figure 1) as a first step (Bilsky, Gollan & Döring, 2008).

*Design matrix.* In this model (Schwartz, 1992, p. 45), the 10 value types are represented by nine sectors (Figure 1). One of these sectors further divides into an inner and an outer part, each of them representing a different value type (tradition and conformity). While Schwartz does not consider equally sized ( $40^\circ$ ) angles of the sectors as a defining feature of his model, adopting a simple and regular structure seems adequate and functional unless evidence for a more specific structure exists.

These nine sectors serve as the basis for specifying the *prototypical location* of each value type by corresponding coordinates (Bilsky, Gollan & Döring, 2008). The coordinates are determined trigonometrically by referring to the *unit circle* and summarized in the design matrix: Thus, nine of the ten value types are represented by points on the periphery of this circle; their coordinates derive from the centre of that circular arc which is marked by the respective (value-) sector. The coordinates of the tenth value type (conformity) are determined correspondingly, though with a radius of 0.5 instead of 1.0. Table 3 shows the resulting *design matrix*, Figure 2 the prototypical localization of the ten value types in a two dimensional space.

*Starting configuration.* As a second step, the starting configuration for all particular *value items* is defined. In Schwartz' PVQ21, nine of the ten global values (value types) are operationalized by two items, and the tenth, universalism, by three items. The starting configuration, like the design matrix, is supposed to reflect the prototypical structure of values. Therefore, *items* that are *indicators of the same value type* are represented by *identical coordinates* as specified in the design matrix. The resulting *starting configuration* is summarized in Table 4.

### *Data analysis*

Our structural analyses of the ESS value data were accomplished with *PROXSCAL*, an MDS-Program available in SPSS. This program offers a large number of options for multidimensional scaling. Thus, the user can choose between different proximities, proximity transformations, restrictions on common space, and initial (starting) configurations.

As indicated, we analyzed the Pearson correlation coefficients between the 21 PVQ-items by means of an ordinal MDS, using the starting configuration outlined before (see the appendix for the respective syntax).

**Table 2.** Overview of the national samples and the respective N of participants.

<b>Country</b>	<b>ESS-round</b>	<b>N for raw data</b>	<b>N after cleaning and handling missing data</b>	<b>N after computing pearson correlation coefficients with listwise deletion of cases</b>
Austria	1	2 257	2 203	2 189
	2	2 256	2 179	1 991
	3	2 405	2 326	2 110
Belgium	1	1 899	1 819	1 692
	2	1 778	1 734	1 671
	3	1 798	1 767	1 743
Bulgaria	1	-	-	-
	2	-	-	-
	3	1 400	1 248	981
Cyprus	1	-	-	-
	2	-	-	-
	3	995	933	809
Czech Republic	1	1 360	1 213	1 064
	2	3 026	2 445	2 118
	3	-	-	-
Denmark	1	1 506	1 457	1 363
	2	1 487	1 457	1 331
	3	1 505	1 451	1 376
Estonia	1	-	-	-
	2	1 989	1 931	1 768
	3	1 517	1 420	1 265
Finland	1	2 000	1 758	1 705
	2	2 022	1 692	1 556
	3	1 896	1 645	1 077
France	1	1 503	1 312	1 232
	2	1 806	1 661	1 575
	3	1 986	1 948	1 880
Germany	1	2 919	2 785	2 685
	2	2 870	2 800	2 640
	3	2 916	2 828	2 706
Greece	1	2 566	2 453	2 413
	2	2 406	2 293	2 239
	3	-	-	-
Hungary	1	1 685	1 564	1 467
	2	1 498	1 407	1 332
	3	1 518	1 409	1 327
Iceland	1	-	-	-
	2	579	525	474
	3	-	-	-
Ireland	1	2 046	1 838	1 679
	2	2 286	1 139	1 050
	3	1 800	1 582	1 453
Israel	1	2 499	2 167	1 982
	2	-	-	-
	3	-	-	-
Italy	1	-	-	-
	2	1 529	1 430	1 366
	3	-	-	-

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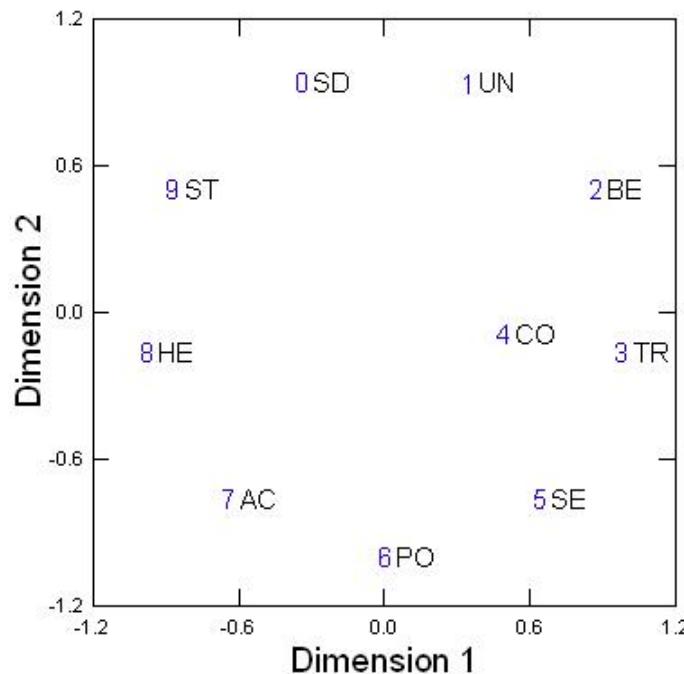
<b>Country</b>	<b>ESS-round</b>	<b>N for raw data</b>	<b>N after cleaning and handling missing data</b>	<b>N after computing pearson correlation coefficients with listwise deletion of cases</b>
Latvia	1	-	-	-
	2	-	-	-
	3	1 960	1 825	1 789
Luxembourg	1	-	-	-
	2	1 635	1 549	1 410
	3	-	-	-
Netherlands	1	2 364	2 301	2 210
	2	1 881	1 824	1 759
	3	1 889	1 814	1 772
Norway	1	2 036	1 806	1 753
	2	1 760	1 543	1 488
	3	1 750	1 533	1 447
Poland	1	2 110	1 982	1 826
	2	1 716	1 621	1 445
	3	1 721	1 629	1 478
Portugal	1	1 511	1 417	1 327
	2	2 052	1 987	1 889
	3	2 222	2 117	1 937
Romania	1	-	-	-
	2	-	-	-
	3	2 139	2 003	1 900
Russia	1	-	-	-
	2	-	-	-
	3	2 437	2 306	1 903
Slovakia	1	-	-	-
	2	1 512	1 420	1 281
	3	1 766	1 670	1 567
Slovenia	1	1 519	1 390	1 342
	2	1 442	1 297	1 241
	3	1 476	1 329	1 328
Spain	1	1 729	1 638	1 585
	2	1 663	1 544	1 427
	3	1 876	1 802	1 735
Sweden	1	1 999	1 677	1 608
	2	1 948	1 663	1 604
	3	1 927	1 585	1 534
Switzerland	1	2 040	2 009	1 884
	2	2 141	2 084	1 902
	3	1 804	1 758	1 630
Turkey	1	-	-	-
	2	1 856	1 591	1 424
	3	-	-	-
Ukraine	1	-	-	-
	2	2 031	1 882	1 446
	3	2 002	1 877	1 451
United Kingdom	1	2 052	1 748	1 645
	2	1 897	1 806	1 719
	3	2 394	2 301	2 188

**Table 3.** Prototypical specification of value structure: value types. Design matrix based on Schwartz' (1992, p. 45) revised model

Value Type	Type No.	Dimension 1	Dimension 2	Angle
UN	1	.34	.94	70
BE	2	.87	.50	30
TR	3	.98	-.17	350
CO	4	.49	-.09	350
SE	5	.64	-.77	310
PO	6	.00	-1.00	270
AC	7	-.64	-.77	230
HE	8	-.98	-.17	190
ST	9	-.87	.50	150
SD	0	-.34	.94	110

Notes: 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO),  
 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE),  
 9=Stimulation(ST), 0=Self-direction(SD)

### Prototypical Localization of Value Types



**Figure 2.** Localization of Value Types according to the Design Matrix: 2-dimensional MDS.

Notes: 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO),  
 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE),  
 9=Stimulation(ST), 0=Self-direction(SD)

## Results

Given the many samples in our study, we confine ourselves in this paragraph to introducing the general form of the two-dimensional graphical MDS-splits of value items. We do so by referring to the three German ESS-samples as an example. Furthermore, we give a tabular summary of all analyses per country and ESS-round. A complete overview of all MDS-plots is given in the appendix, including comparisons per country between the three ESS-rounds. It should be noted that several countries did not participate in all rounds.

**Table 4.** Prototypical specification of value structure: values (items). Starting configuration based on the design matrix (Table 3)

PVQ-Item	Type No.	Variable	Dimension 1	Dimension 2	Angle
SD_1	0	ipcrtiv	-.34	.94	110
PO_2	6	imprich	.00	-1.00	270
UN_3	1	ipeqopt	.34	.94	70
AC_4	7	ipshabt	-.64	-.77	230
SE_5	5	impsafe	.64	-.77	310
ST_6	9	impdiff	-.87	.50	150
CO_7	4	ipfrule	.49	-.09	350
UN_8	1	ipudrst	.34	.94	70
TR_9	3	ipmodst	.98	-.17	350
HE_10	8	ipgdtim	-.98	-.17	190
SD_11	0	impfree	-.34	.94	110
BE_12	2	iphplpl	.87	.50	30
AC_13	7	ipsuces	-.64	-.77	230
SE_14	5	ipstrgv	.64	-.77	310
ST_15	9	ipadvnt	-.87	.50	150
CO_16	4	ipbhprp	.49	-.09	350
PO_17	6	iprspot	.00	-1.00	270
BE_18	2	iplylfr	.87	.50	30
UN_19	1	impenv	.34	.94	70
TR_20	3	imptrad	.98	-.17	350
HE_21	8	impfun	-.98	-.17	190

Notes: 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO),  
 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE),  
 9=Stimulation(ST), 0=Self-direction(SD)

*Values structure in Germany.* Figure 3 shows the graphical results of our MDS-analyses for the three German samples. In order to allow for a quick and unambiguous overview, the labels of the individual value items have been replaced by numbers characterizing their respective value type. The sequence of these numbers corresponds to the circular structure of Schwartz' original model (1992, p. 14), in which all ten value types are represented by separate sectors. As a consequence, two alternative splits for tradition (3) and conformity (4) are marked in

these plots, referring either to his original (dashed line) or to his revised model (solid line; see Figure 1).

As can be seen from these figures, the MDS-splits of all German samples correspond perfectly to Schwartz' (1992) structural theory. This interpretation holds for both his original (p. 14) and his revised model (p. 45) of value structure. It should be noted in this context that bended lines do not pose any problems with respect to interpretation as long as a particular value region does not include values of a different type (Borg & Shye, 1995; Shye, Elizur & Hoffman, 1994).

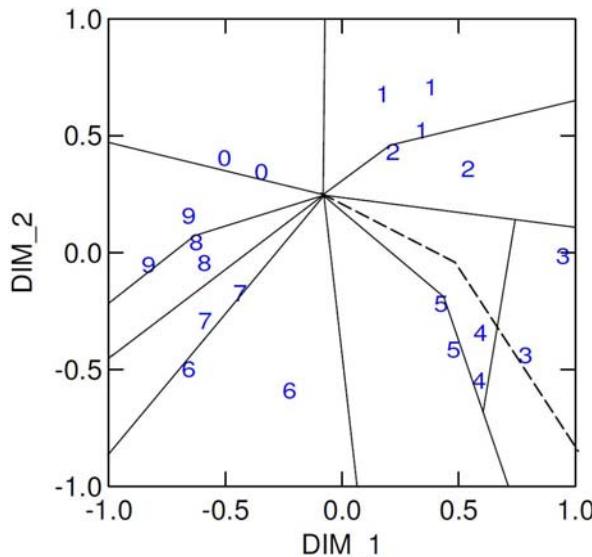
*Summary of MDS analyses.* A tabular summary of our structural analyses, including information about observed deviations from the hypothesized structure, is given in Tables 5 - 7.

## Discussion

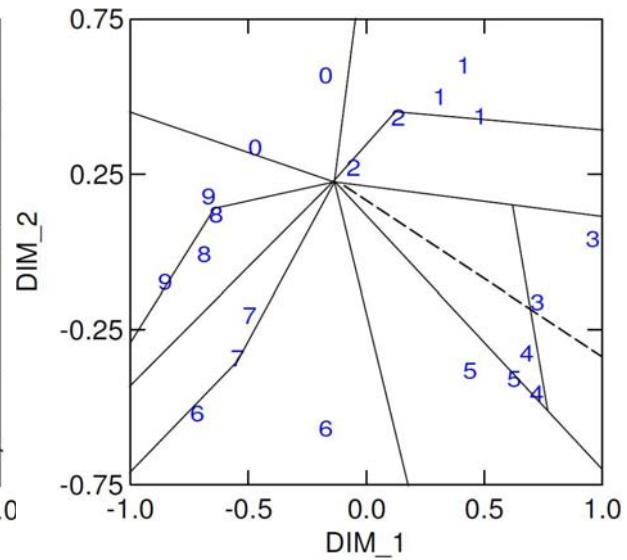
When evaluating the empirical structures found it is important to consider that deviations from the Schwartz model may take different forms (Schwartz, 1992; Schwartz & Sagiv, 1995). A first type of deviation results from the *failure to find a distinct region* for each value type. While such a deviation is obvious from the individual MDS-plots, we marked it by “[x+y]” in our tabular synopses, with x and y standing for the mixed value types. However, as long as these value types are neighbours that belong to the same higher-order value type (the same basic value dimension), that is to “self-enhancement vs. self-transcendence” or to “openness vs. conservation” (see Figure 1), this deviation is of minor importance; it might even be neglected if it does not replicate across different ESS-rounds.

A second form of deviation results from an *unexpected type of split*. Thus, instead of finding wedge-like partitions, value types may be located one behind the other. While such a split is anticipated for tradition (3) and conformity values (4), it is not expected to occur with other value types. Independent of their motivational content, all splits which take this form are marked by “x/y” in our synopses, with x standing for a peripheral and y for a central position. As before, deviations of this type are of minor importance if the adjacent value types belong to the same basic value dimension.

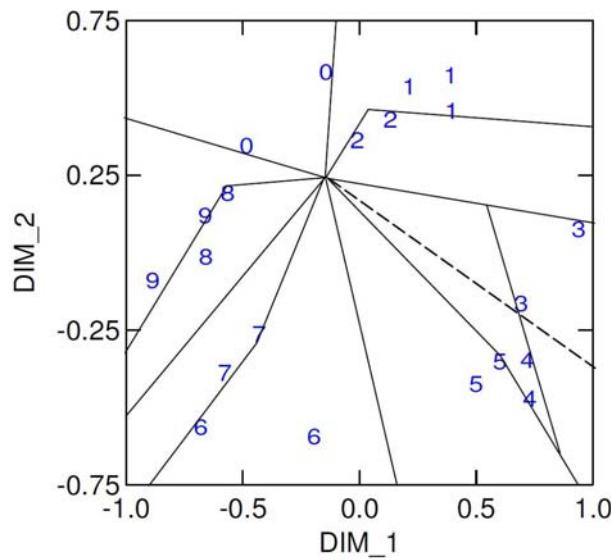
A third form of deviation results from a *reversal of adjacent motivational value types*. Reversals *within* the same higher-order value type (e.g. reversals of power and achievement) are less important than reversals between higher-order value types, especially if they do not reoccur across different ESS-rounds. However, in case within reversals reoccur, both conceptual and methodological reasons for this shift should be considered. Observing recurring reversals *between* higher-order value types, in contrast, would pose a challenge to (the universality of) the model.



**Figure 3-1.** Germany (N=2 685); Stress 1=.10



**Figure 3-2.** Germany (N=2 640); Stress 1=.11



**Figure 3-3.** Germany (N=2 706); Stress 1=.11

**Figure 3.** Two-dimensional MDS of the German value data: ESS-rounds 1-3. Alternative splits for tradition and conformity, according to Schwartz' original model (dashed line) and revised (solid line) model (cf. Schwartz, 1992, p. 14 and p. 45).

Notes: 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO),  
5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE),  
9=Stimulation(ST), 0=Self-direction(SD)

**Table 5.** Synopsis: Results of the Structural Analyses (ESS1).

Country	Stress1	Distinct Regions	Sequence of Value Types <sup>a,b,c</sup>	Deviations
Austria	.08	10	1,2, 3,4,5, 6,7, 8, 9,0	
Belgium	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	
Czech Republic	.11	8	[1+2], 3/4,5, 6,7, 8/9,0	UN + BE mixed; HE peripheral to ST
Denmark	.12	10	1,2, 3,4,5, 6,7, 8, 9,0	
Finland	.11	10	1,2, 3/4,5, 6,7, 8, 9,0	
France	.12	10	1,2, 3,4,5, 6,7, 8, 9,0	
Germany	.10	10	1,2, 3/4,5, 6,7, 8, 9,0	
Greece	.11	8	1,2, 3,4,5, 6,7, [8+9],0	HE + ST mixed; HE_10 between PO and AC
Hungary	.14	10	1/2, 5,3/4, 6,7, 8, 9,0	UN peripheral to BE; SE and CO/TR reversed
Ireland	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	
Israel	.14	10	1,2, 3/4,5, 6,7, 8, 9,0	
Netherlands	.13	10	1,2, 3/4,5, 6,7, 8, 9,0	
Norway	.11	10	1,2, 3/4,5, 6,7, 8, 9,0	
Poland	.11	10	1/2, 3/4,5, 6,7, 8, 9,0	UN peripheral to BE
Portugal	.12	10	1,2, 5,3/4, 6,7, 8/9,0	SE and CO/TR reversed; HE peripheral to ST
Slovenia	.11	10	1,2, 3/4,5, 6,7, 8, 9,0	
Spain	.08	10	1,2, 3,4,5, 6,7, 8, 9,0	
Sweden	.13	8	1,2, 3,[4+5], 6,7, 8, 9,0	CO + SE mixed
Switzerland	.12	10	1,2, 3,4,5, 6,7, 8, 9,0	
United Kingdom	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	

Notes: 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO),  
 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE),  
 9=Stimulation(ST), 0=Self-direction(SD)

<sup>a</sup>x/y:           x = peripheral position, y = central position

<sup>b</sup>[x+y]:       x and y mixed

<sup>c</sup>blank:       Intersection between Higher Order Values

**Table 6.** Synopsis: Results of the Structural Analyses (ESS2).

Country	Stress1	Distinct Regions	Sequence of ValueTypes <sup>a,b,c</sup>	Deviations
Austria	.09	10	1,2, 3/4,5, 6,7, 8, 9,0	
Belgium	.11	10	1,2, 3/4,5, 6,7, 8, 9,0	
Czech Republic	.10	8	1/2, 3/4,5, 6,7, [8+9],0	UN peripheral to BE; HE + ST mixed
Denmark	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	
Estonia	.12	6	2,1, [3+4],5, 6,7, [8+9],0	UN and BE reversed; TR + CO mixed; HE + ST mixed
Finland	.11	8	1,2, [3+4],5, 6,7, 8, 9,0	TR + CO mixed
France	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	
Germany	.11	10	1,2, 3/4,5, 6,7, 8, 9,0	
Greece	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	
Hungary	.14	8	1/2, 5,[3+4], 6,8,7, 9,0	UN peripheral to BE; TR + CO mixed; SE and TR + CO reversed; AC and HE reversed
Iceland	.14	10	1,2, 3,4,5, 6,7, 8, 9,0	
Ireland	.13	10	1,2, 3/4,5, 6,7, 8, 9,0	
Italy	.11	10	1/2, 3,4,5, 6,7, 8, 9,0	UN peripheral to BE
Luxembourg	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	
Netherlands	.13	10	1,2, 3/4,5, 6,7, 8, 9,0	
Norway	.13	8	1,2, [3+4],5, 6,7, 8, 9,0	TR + CO mixed
Poland	.11	10	1/2, 3/4,5, 6,7, 8, 9,0	UN peripheral to BE
Portugal	.12	10	1,2, 5,3,4, 6,7, 9/8,0	SE and TR, CO reversed; ST peripheral to HE
Slovakia	.11	10	1,2, 3/4,5, 6,7, 8, 9,0	
Slovenia	.13	6	1,2, [3+4],5, 6,7, [8+9],0	TR + CO mixed; HE + ST mixed
Spain	.10	10	1,2, 3/4,5, 6,7, 8, 9,0	
Sweden	.12	8	1,2, 3,[4+5], 6,7, 8, 9,0	CO + SE mixed
Switzerland	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	
Turkey	.14	10	1/2, 3/5,4, 6,7, 8, 9,0	UN peripheral to BE; CO and SE reversed
Ukraine	.11	10	1/2, 3,4,5, 6,7, 8, 9,0	UN peripheral to BE
United Kingdom	.14	10	1,2, 3/4,5, 6,7, 8, 9,0	

Notes: 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE),  
6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

<sup>a</sup>x/y:

x = peripheral position, y = central position

<sup>b</sup>[x+y]:

x and y mixed

<sup>c</sup>blank:

Intersection between Higher Order Values

**Table 7.** Synopsis: Results of the Structural Analyses (ESS3).

Country	Stress1	Distinct Regions	Sequence of Value Types a,b,c	Deviations
Austria	.10	10	1,2, 3,4/5, 6,7, 8, 9,0	CO peripheral to SE
Belgium	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	
Bulgaria	.11	10	1/2, 3/4,5, 6,7, 8, 9,0	UN peripheral to BE
Cyprus	.12	10	1/2, 3,4/5, 6,7, 9,8,0	UN peripheral to BE; CO peripheral to SE; HE and ST reversed
Denmark	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	
Estonia	.12	6	[1+2], 3,4,5, 6,7, [8+9],0	UN + BE mixed; HE + ST mixed
Finland	.13	10	1,2, 3,4,5, 6,7, 8, 9,0	
France	.14	10	1,2, 3,4,5, 6,7, 8, 9,0	
Germany	.11	10	1,2, 3/4,5, 6,7, 8, 9,0	
Hungary	.16	8	1/2, 3/4,5, 6,7/8, 9,0	UN peripheral to BE; AC peripheral to HE; CO_7 between SE and PO
Ireland	.13	10	1,2, 3/4,5, 6,7, 8, 9,0	
Latvia	.15	8	1/2, 3/4,5, 6,7, [8+9],0	UN peripheral to BE; HE + ST mixed
Netherlands	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	
Norway	.11	10	1,2, 3,4,5, 6,7, 8, 9,0	
Poland	.11	10	1/2, 3/4,5, 6,7, 8, 9,0	UN peripheral to BE
Portugal	.09	8	1,2, 5,3/4, 6,7, [8+9],0	SE and TR/CO reversed; HE + ST mixed
Romania	.14	10	1/2, 3/4/5, 6,7, 8, 9,0	UN peripheral to BE; TR/CO peripheral to SE
Russia	.11	10	1,2, 3/4,5, 6,7, 8, 9,0	
Slovakia	.12	8	[1+2], 3/4,5, 6,7, 8, 9,0	UN + BE mixed
Slovenia	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	
Spain	.08	10	1,2, 3/4,5, 6,7, 8, 9,0	
Sweden	.13	10	1,2, 3/4,5, 6,7, 8, 9,0	
Switzerland	.13	10	1,2, 3/4,5, 6,7, 8, 9,0	
Ukraine	.12	10	1/2, 3,4,5, 6,7, 8, 9,0	UN peripheral to BE
United Kingdom	.12	10	1,2, 3/4,5, 6,7, 8, 9,0	

Notes: 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE),  
6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE),  
9=Stimulation(ST), 0=Self-direction(SD)

<sup>a</sup>x/y: x = peripheral position, y = central position

<sup>b</sup>[x+y]: x and y mixed

<sup>c</sup>blank: Intersection between Higher Order Values

Finally, a fourth deviation may result from *single items* that pop up as *inclusions* within a different value type. Again, they are less serious if such inclusions do not replicate across different ESS-rounds or if the respective value types are neighbours that belong to the same basic value dimension.

Taking the aforementioned irregularities into consideration, there are four countries that showed recurring deviations from the hypothesized values structure: the Czech Republic, Estonia, Hungary, and Portugal. These results need special attention, both with respect to possible artefacts (e.g. an inadequate adaptation of the PVQ) and cultural specifics. Singular deviations could be identified for Cyprus, Greece, Romania, and for Turkey. However, these deviations seem less serious unless they recur in further investigations.

In fact, the vast majority of our analyses corroborate the Schwartz model (see Tables 5-7, and the individual plots in the appendix). This finding suggests that his theoretical approach is a conceptually and empirically appropriate and sound basis for cross-cultural research.

Regarding the Mohler et al. (2006) study cited in the beginning, our analyses should have illustrated that it is necessary to specify clearly and explicitly the particular conditions under which structural analyses have been accomplished. Given the results presented in this paper, using a well documented, weekly constrained confirmatory MDS which grounds on a solid theoretical basis seems appropriate to avoid methodological artefacts and to arrive at unequivocal empirical results.

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## **Appendix**



# Appendix

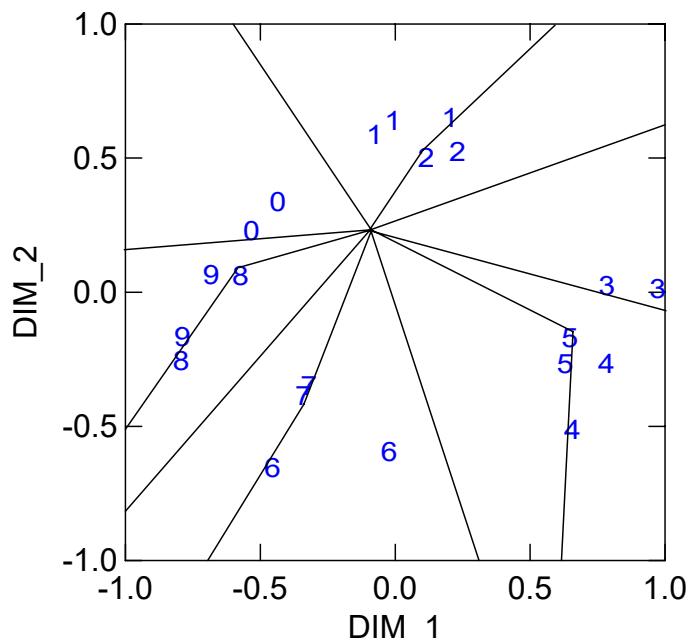
<b>Syntax for a weakly constrained confirmatory MDS (PROXSCAL)</b>	23
<b>Structural Analyses (ESS1)</b>	25
Austria and Belgium	25
Czech Republic and Denmark	26
Finland and France	27
Germany and Greece	28
Hungary and Ireland	29
Israel and Netherlands	30
Norway and Poland	31
Portugal and Slovenia	32
Spain and Sweden	33
Switzerland and United Kingdom	34
<b>Structural Analyses (ESS2)</b>	35
Austria and Belgium	35
Czech Republic and Denmark	36
Estonia and Finland	37
France and Germany	38
Greece and Hungary	39
Iceland and Ireland	40
Italy and Luxembourg	41
Netherlands and Norway	42
Poland and Portugal	43
Slovakia and Slovenia	44
Spain and Sweden	45
Switzerland and Turkey	46
Ukraine and United Kingdom	47
<b>Structural Analyses (ESS3)</b>	49
Austria and Belgium	49
Bulgaria and Cyprus	50
Denmark and Estonia	51

Finland and France	52
Germany and Hungary	53
Ireland and Latvia	54
Netherlands and Norway	55
Poland and Portugal	56
Romania and Russia	57
Slovakia and Slovenia	58
Spain and Sweden	59
Switzerland and Ukraine	60
United Kingdom	61
<b>Comparison of MDS-Structures (ESS1-ESS3)</b>	63
Austria	63
Belgium	64
Czech Republic	65
Denmark	66
Estonia	67
Finland	68
France	69
Germany	70
Greece	71
Hungary	72
Ireland	73
Netherlands	74
Norway	75
Poland	76
Portugal	77
Slovakia	78
Slovenia	79
Spain	80
Sweden	81
Switzerland	82
Ukraine	83
United Kingdom	84

PROXSCAL

VARIABLES=IPCRTIV IMPRICH IPEQOPT IPSHABT IMPSAFE IMPDIFF IPFRULE  
IPUDRST IPMODST IPGDTIM IMPFREE IPhLPPL IPSUCES IPSTRGV IPADVNT  
IPBHPRP IPRSPOT IPLYLFR IMPENV IMPTRAD IMPFUN  
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/TRANSFORMATION=ORDINAL (KEEPTIES)  
/PROXIMITIES=SIMILARITIES  
/ACCELERATION=NONE  
/CRITERIA=DIMENSIONS(2,2) MAXITER(100) DIFFSTRESS(.0001) MINSTRESS(.0001)  
/PRINT=COMMON INPUT HISTORY STRESS  
/OUTFILE=COMMON(*'path'*)  
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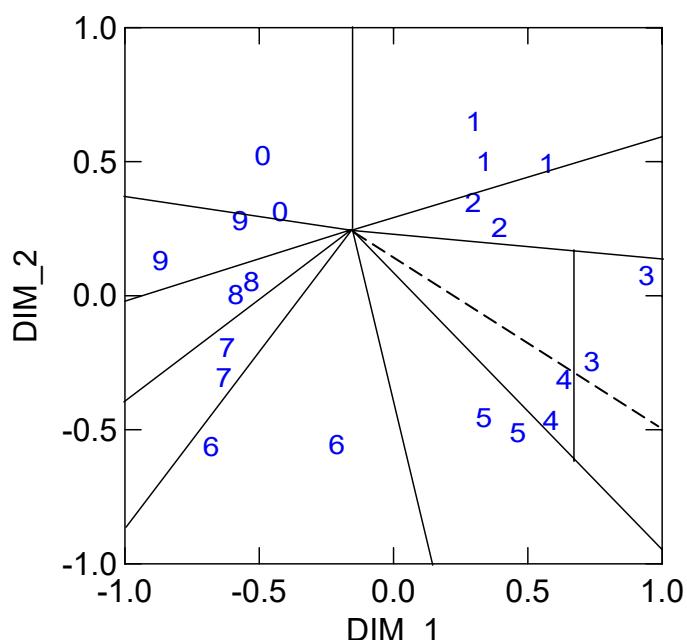




**Figure 1-1. Austria** (N=2 189); Stress 1=.08

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE),  
6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.53	.23
PO 2	-.45	-.65
UN 3	-.01	.64
AC 4	-.34	-.39
SE 5	.63	-.27
ST 6	-.68	.07
CO 7	.66	-.51
UN 8	-.08	.59
TR 9	.97	.01
HE 10	-.57	.06
SD 11	-.43	.33
BE 12	.23	.52
AC 13	-.32	-.35
SE 14	.65	-.17
ST 15	-.79	-.16
CO 16	.78	-.27
PO 17	-.02	-.59
BE 18	.11	.50
UN 19	.20	.65
TR 20	.78	.02
HE 21	-.79	-.26

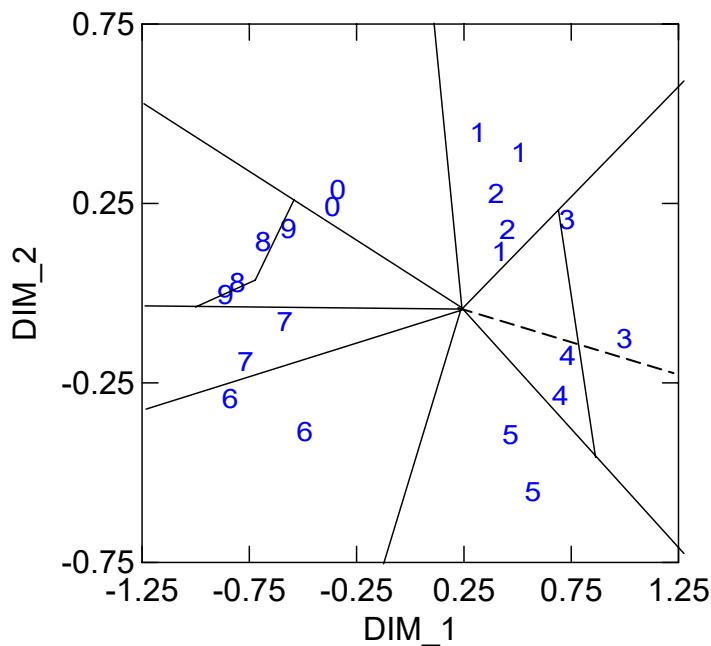


**Figure 1-2. Belgium** (N=1 692); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE),  
6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.49	.52
PO 2	-.68	-.56
UN 3	.30	.65
AC 4	-.63	-.31
SE 5	.46	-.51
ST 6	-.57	.28
CO 7	.59	-.47
UN 8	.34	.50
TR 9	.94	.07
HE 10	-.53	.05
SD 11	-.42	.31
BE 12	.39	.25
AC 13	-.62	-.19
SE 14	.34	-.45
ST 15	-.87	.13
CO 16	.64	-.31
PO 17	-.21	-.56
BE 18	.30	.35
UN 19	.57	.49
TR 20	.74	-.25
HE 21	-.59	.00

**Table 1-2.** Coordinates of the PVQ-Items in Figure 1-2

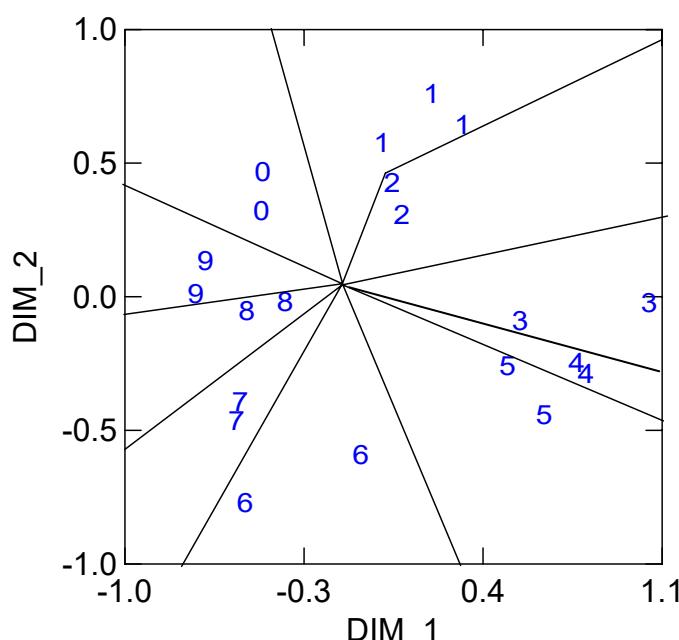


**Figure 1-3. Czech Republic** (N=1 064); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.34	.29
PO 2	-.84	-.29
UN 3	.51	.39
AC 4	-.77	-.19
SE 5	.57	-.55
ST 6	-.57	.18
CO 7	.73	-.17
UN 8	.32	.45
TR 9	1.00	-.13
HE 10	-.81	.03
SD 11	-.36	.24
BE 12	.40	.28
AC 13	-.59	-.08
SE 14	.47	-.39
ST 15	-.86	.00
CO 16	.70	-.29
PO 17	-.49	-.39
BE 18	.45	.18
UN 19	.42	.12
TR 20	.73	.20
HE 21	-.69	.14

**Table 1-3.** Coordinates of the PVQ-Items in Figure 1-3

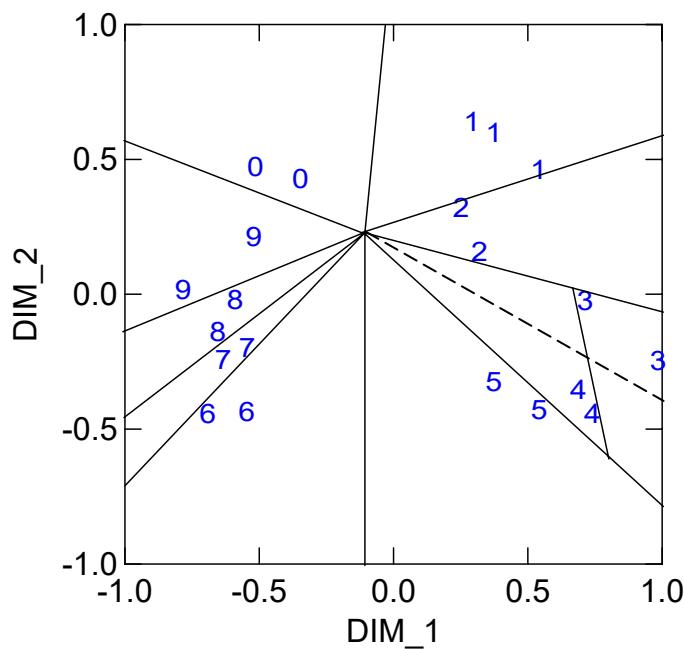


**Figure 1-4. Denmark** (N=1 363); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.46	.47
PO 2	-.53	-.77
UN 3	.20	.76
AC 4	-.56	-.46
SE 5	.64	-.44
ST 6	-.68	.13
CO 7	.80	-.29
UN 8	.00	.58
TR 9	1.05	-.02
HE 10	-.52	-.05
SD 11	-.47	.32
BE 12	.04	.43
AC 13	-.55	-.39
SE 14	.50	-.26
ST 15	-.72	.01
CO 16	.77	-.25
PO 17	-.08	-.59
BE 18	.08	.31
UN 19	.32	.64
TR 20	.55	-.09
HE 21	-.37	-.02

**Table 1-4.** Coordinates of the PVQ-Items in Figure 1-4

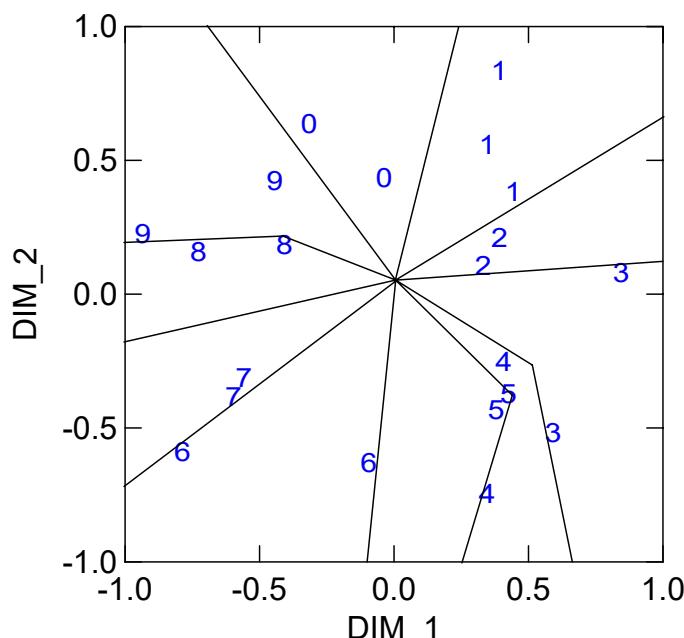


**Figure 1-5. Finland** (N=1 705); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.51	.47
PO 2	-.69	-.44
UN 3	.37	.60
AC 4	-.63	-.24
SE 5	.54	-.43
ST 6	-.52	.21
CO 7	.74	-.44
UN 8	.29	.64
TR 9	.99	-.25
HE 10	-.59	-.02
SD 11	-.35	.43
BE 12	.25	.32
AC 13	-.54	-.20
SE 14	.37	-.32
ST 15	-.78	.02
CO 16	.69	-.36
PO 17	-.55	-.44
BE 18	.32	.16
UN 19	.54	.46
TR 20	.71	-.02
HE 21	-.65	-.14

**Table 1-5.** Coordinates of the PVQ-Items in Figure 1-5

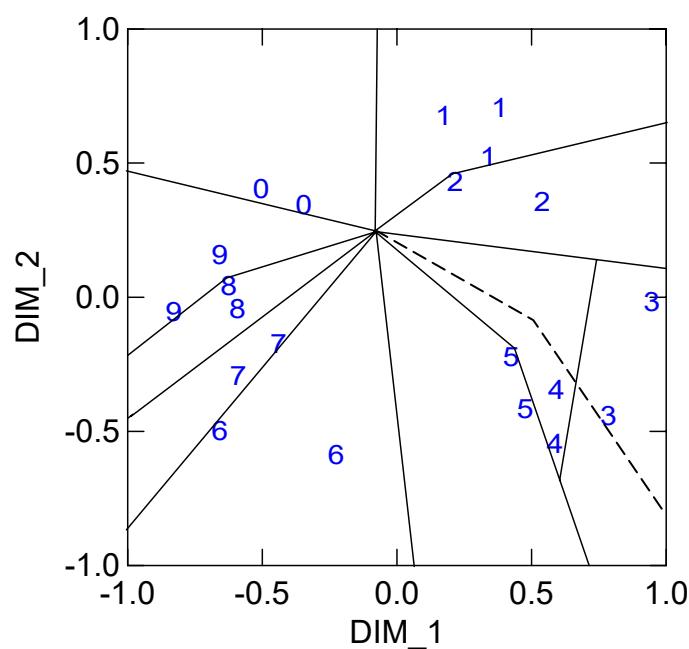


**Figure 1-6. France** (N=1 232); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.32	.63
PO 2	-.79	-.59
UN 3	.39	.83
AC 4	-.56	-.31
SE 5	.38	-.43
ST 6	-.44	.42
CO 7	.35	-.75
UN 8	.35	.56
TR 9	.84	.08
HE 10	-.41	.18
SD 11	-.04	.44
BE 12	.39	.21
AC 13	-.60	-.38
SE 14	.43	-.37
ST 15	-.93	.22
CO 16	.41	-.25
PO 17	-.09	-.63
BE 18	.33	.11
UN 19	.44	.38
TR 20	.59	-.52
HE 21	-.73	.16

**Table 1-6.** Coordinates of the PVQ-Items in Figure 1-6

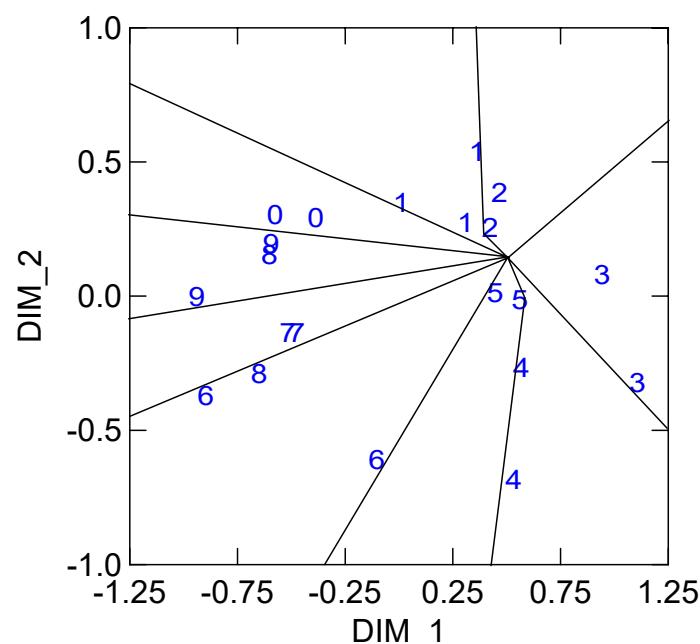


**Figure 1-7. Germany** (N=2 685); Stress 1=.10

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.50	.40
PO 2	-.66	-.50
UN 3	.38	.71
AC 4	-.59	-.29
SE 5	.48	-.42
ST 6	-.66	.16
CO 7	.59	-.55
UN 8	.17	.68
TR 9	.95	-.02
HE 10	-.62	.04
SD 11	-.35	.35
BE 12	.54	.36
AC 13	-.44	-.18
SE 14	.42	-.22
ST 15	-.83	-.05
CO 16	.59	-.34
PO 17	-.23	-.59
BE 18	.22	.43
UN 19	.34	.52
TR 20	.79	-.44
HE 21	-.59	-.05

**Table 1-7.** Coordinates of the PVQ-Items in Figure 1-7

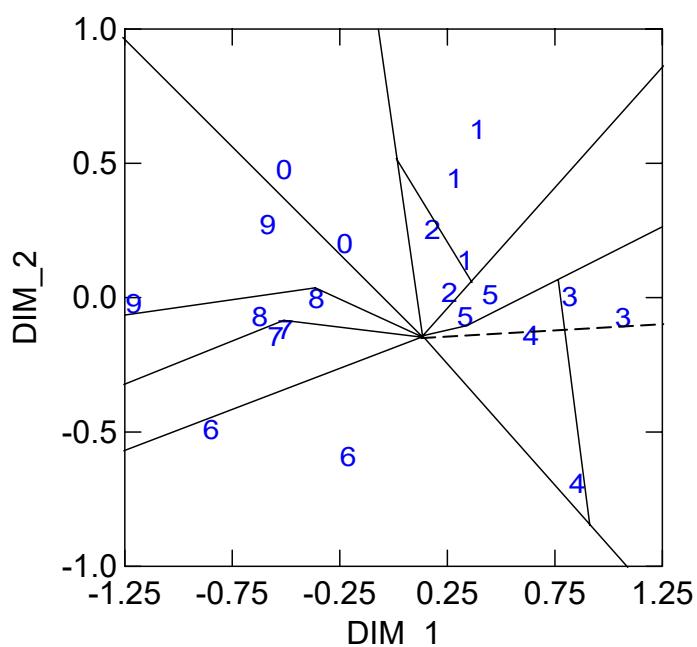


**Figure 1-8. Greece** (N=2 413); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.57	.30
PO 2	-.90	-.37
UN 3	.36	.54
AC 4	-.47	-.14
SE 5	.56	-.01
ST 6	-.59	.20
CO 7	.53	-.68
UN 8	.01	.35
TR 9	1.11	-.32
HE 10	-.65	-.29
SD 11	-.39	.29
BE 12	.47	.39
AC 13	-.52	-.14
SE 14	.45	.01
ST 15	-.94	.00
CO 16	.57	-.27
PO 17	-.10	-.61
BE 18	.42	.26
UN 19	.31	.27
TR 20	.94	.08
HE 21	-.60	.15

**Table 1-8.** Coordinates of the PVQ-Items in Figure 1-8

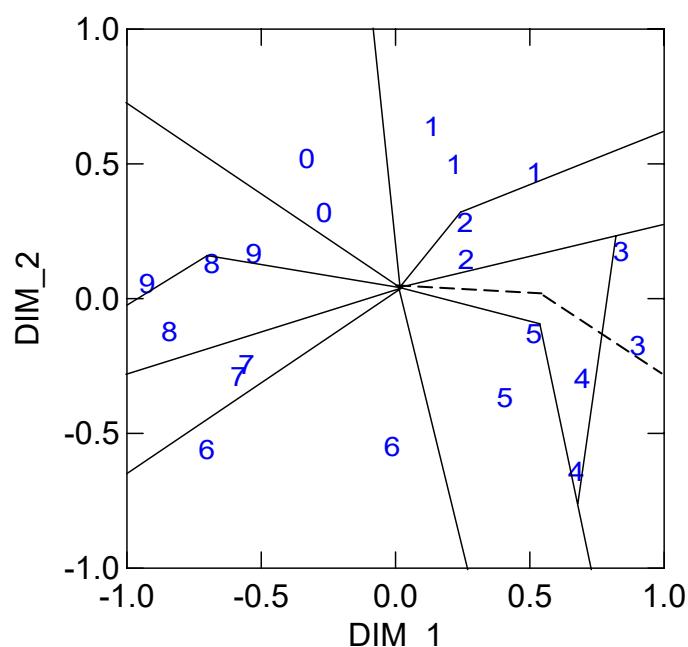


**Figure 1-9. Hungary** (N=1 467); Stress 1=.14

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim_1	Dim_2
SD 1	-.51	.47
PO 2	-.85	-.49
UN 3	.39	.62
AC 4	-.50	-.12
SE 5	.45	.01
ST 6	-.58	.27
CO 7	.86	-.69
UN 8	.28	.44
TR 9	1.07	-.07
HE 10	-.62	-.07
SD 11	-.23	.20
BE 12	.18	.25
AC 13	-.55	-.15
SE 14	.33	-.07
ST 15	-1.21	-.02
CO 16	.64	-.14
PO 17	-.21	-.59
BE 18	.26	.02
UN 19	.33	.14
TR 20	.82	.00
HE 21	-.36	.00

**Table 1-9.** Coordinates of the PVQ-Items in Figure 1-9

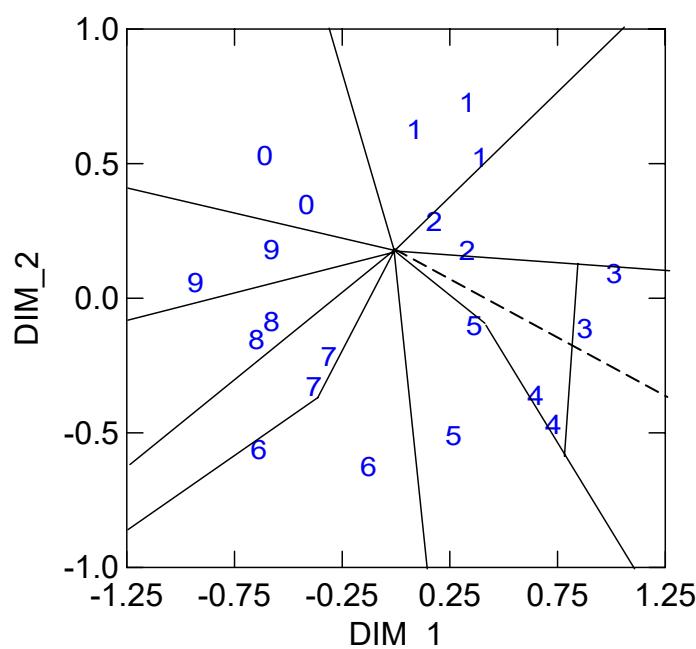


**Figure 1-10. Ireland** (N=1 679); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim_1	Dim_2
SD 1	-.33	.52
PO 2	-.70	-.56
UN 3	.14	.64
AC 4	-.58	-.29
SE 5	.41	-.37
ST 6	-.53	.17
CO 7	.67	-.64
UN 8	.22	.50
TR 9	.84	.17
HE 10	-.84	-.12
SD 11	-.27	.32
BE 12	.26	.28
AC 13	-.56	-.25
SE 14	.51	-.13
ST 15	-.92	.05
CO 16	.70	-.30
PO 17	-.01	-.55
BE 18	.26	.14
UN 19	.52	.47
TR 20	.90	-.18
HE 21	-.68	.13

**Table 1-10.** Coordinates of the PVQ-Items in Figure 1-10

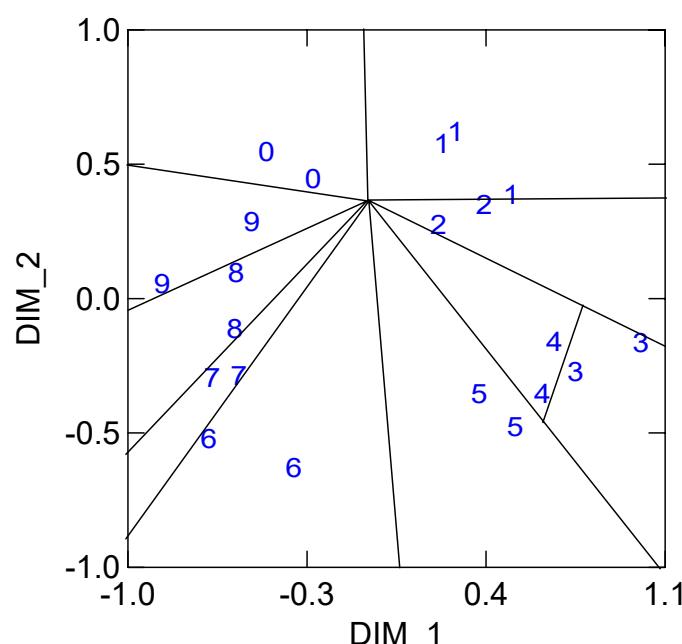


**Figure 1-11. Israel (N=1 982); Stress 1=.14**

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.61	.53
PO 2	-.64	-.56
UN 3	.09	.63
AC 4	-.38	-.33
SE 5	.27	-.51
ST 6	-.58	.18
CO 7	.73	-.47
UN 8	.33	.73
TR 9	1.01	.09
HE 10	-.65	-.15
SD 11	-.42	.35
BE 12	.33	.17
AC 13	-.31	-.22
SE 14	.36	-.10
ST 15	-.93	.06
CO 16	.65	-.36
PO 17	-.13	-.63
BE 18	.18	.28
UN 19	.39	.52
TR 20	.88	-.11
HE 21	-.58	-.09

**Table 1-11.** Coordinates of the PVQ-Items in Figure 1-11

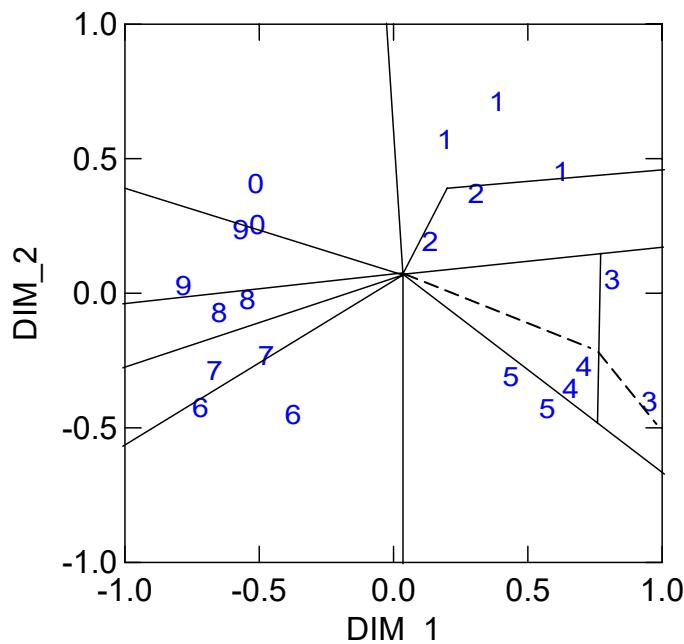


**Figure 1-12. Netherlands (N=2 210); Stress 1=.13**

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.46	.55
PO 2	-.68	-.52
UN 3	.28	.62
AC 4	-.67	-.30
SE 5	.51	-.48
ST 6	-.52	.28
CO 7	.62	-.36
UN 8	.23	.58
TR 9	1.01	-.16
HE 10	-.58	-.11
SD 11	-.28	.45
BE 12	.39	.35
AC 13	-.57	-.29
SE 14	.37	-.36
ST 15	-.87	.06
CO 16	.67	-.16
PO 17	-.35	-.63
BE 18	.22	.27
UN 19	.50	.39
TR 20	.75	-.27
HE 21	-.58	.10

**Table 1-12.** Coordinates of the PVQ-Items in Figure 1-12

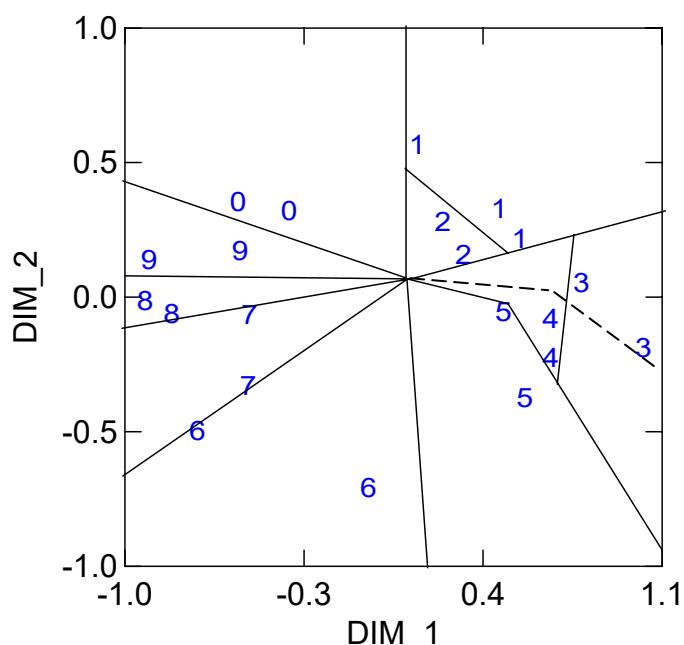


**Figure 1-13.** Norway (N=1 753); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim_1	Dim_2
SD 1	-.51	.41
PO 2	-.72	-.42
UN 3	.39	.71
AC 4	-.67	-.29
SE 5	.57	-.43
ST 6	-.57	.23
CO 7	.71	-.27
UN 8	.19	.57
TR 9	.95	-.40
HE 10	-.65	-.07
SD 11	-.51	.25
BE 12	.31	.37
AC 13	-.47	-.23
SE 14	.44	-.31
ST 15	-.78	.03
CO 16	.66	-.35
PO 17	-.37	-.45
BE 18	.14	.19
UN 19	.62	.45
TR 20	.81	.05
HE 21	-.54	-.02

**Table 1-13.** Coordinates of the PVQ-Items in Figure 1-13

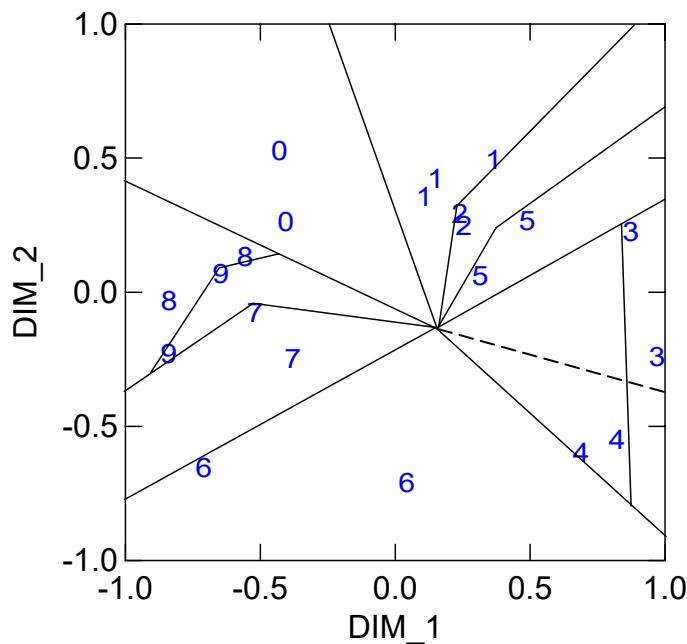


**Figure 1-14.** Poland (N=1 826); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim_1	Dim_2
SD 1	-.56	.36
PO 2	-.72	-.50
UN 3	.46	.33
AC 4	-.52	-.33
SE 5	.56	-.37
ST 6	-.55	.17
CO 7	.66	-.22
UN 8	.14	.57
TR 9	1.03	-.19
HE 10	-.82	-.06
SD 11	-.36	.32
BE 12	.24	.28
AC 13	-.51	-.07
SE 14	.48	-.06
ST 15	-.91	.14
CO 16	.67	-.08
PO 17	-.05	-.71
BE 18	.32	.16
UN 19	.54	.22
TR 20	.79	.05
HE 21	-.92	-.01

**Table 1-14.** Coordinates of the PVQ-Items in Figure 1-14

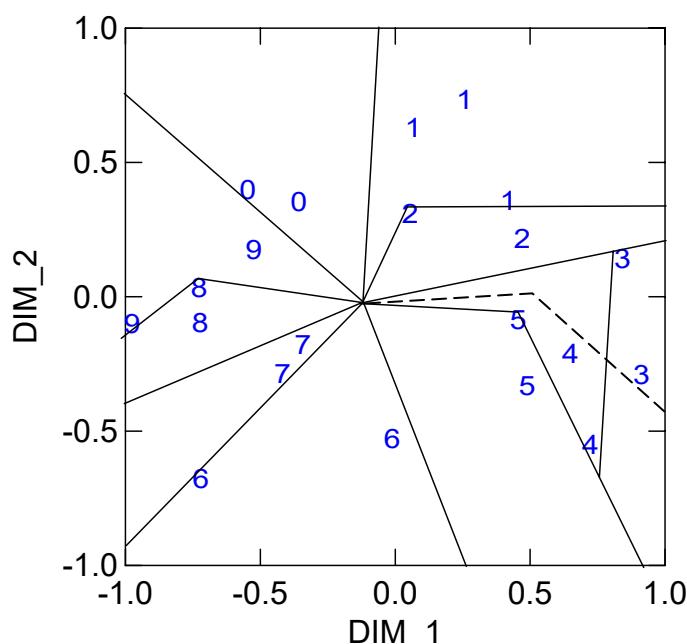


**Figure 1-15.** *Portugal* (N=1 327); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE),  
6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.43	.53
PO 2	-.71	-.65
UN 3	.36	.49
AC 4	-.38	-.25
SE 5	.49	.27
ST 6	-.65	.07
CO 7	.82	-.55
UN 8	.15	.42
TR 9	.87	.23
HE 10	-.56	.13
SD 11	-.41	.26
BE 12	.24	.29
AC 13	-.52	-.08
SE 14	.32	.06
ST 15	-.84	-.23
CO 16	.69	-.60
PO 17	.04	-.71
BE 18	.25	.25
UN 19	.11	.35
TR 20	.97	-.24
HE 21	-.84	-.03

**Table 1-15.** Coordinates of the PVQ-Items in Figure 1-15

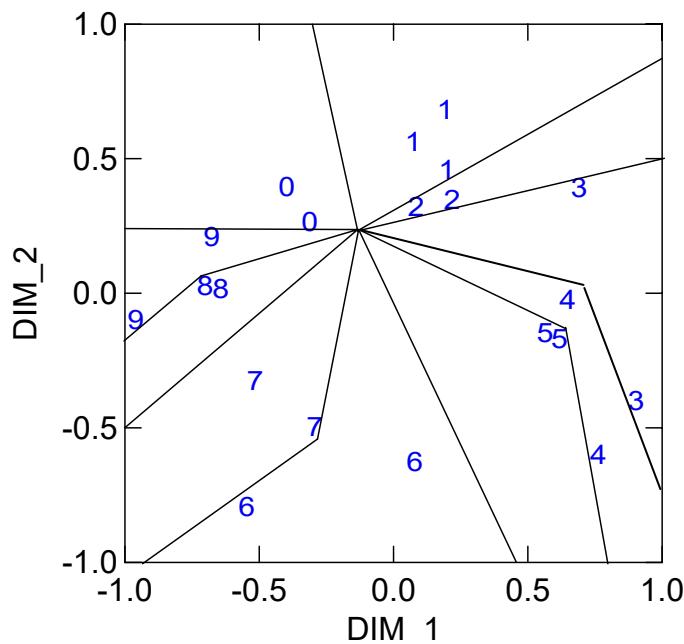


**Figure 1-16.** *Slovenia* (N=1 342); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE),  
6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.55	.40
PO 2	-.72	-.68
UN 3	.07	.63
AC 4	-.42	-.29
SE 5	.49	-.33
ST 6	-.52	.17
CO 7	.72	-.55
UN 8	.26	.73
TR 9	.84	.14
HE 10	-.72	-.10
SD 11	-.36	.35
BE 12	.47	.22
AC 13	-.34	-.18
SE 14	.46	-.09
ST 15	-.98	-.10
CO 16	.65	-.21
PO 17	-.01	-.53
BE 18	.06	.31
UN 19	.42	.36
TR 20	.91	-.29
HE 21	-.73	.03

**Table 1-16.** Coordinates of the PVQ-Items in Figure 1-16

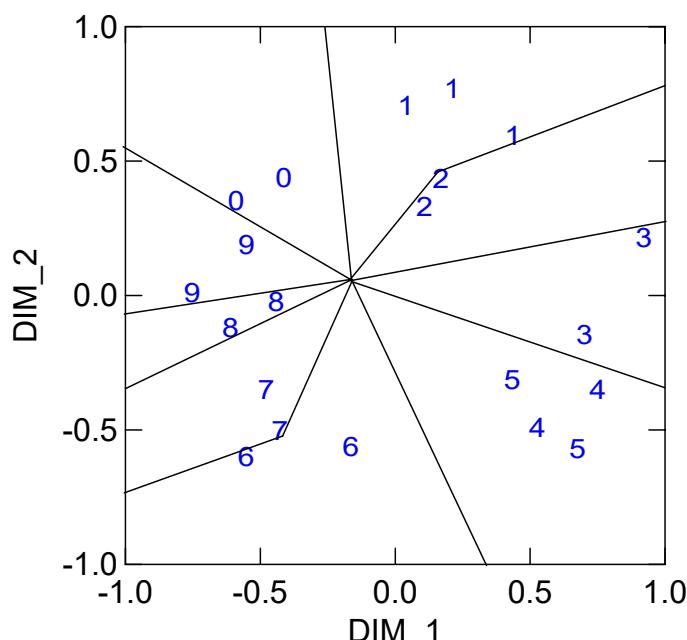


**Figure 1-17.** Spain (N=1 585); Stress 1=.08

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.40	.39
PO 2	-.55	-.79
UN 3	.19	.68
AC 4	-.29	-.50
SE 5	.62	-.17
ST 6	-.68	.21
CO 7	.76	-.60
UN 8	.07	.56
TR 9	.69	.39
HE 10	-.64	.02
SD 11	-.31	.27
BE 12	.22	.35
AC 13	-.51	-.32
SE 14	.57	-.15
ST 15	-.96	-.10
CO 16	.65	-.02
PO 17	.08	-.63
BE 18	.09	.32
UN 19	.20	.46
TR 20	.90	-.40
HE 21	-.70	.03

**Table 1-17.** Coordinates of the PVQ-Items in Figure 1-17

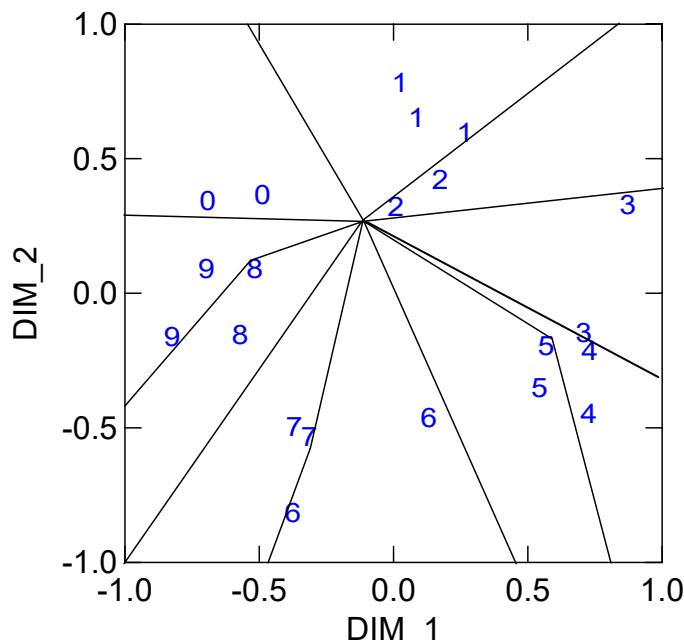


**Figure 1-18.** Sweden (N=1 608); Stress 1=.13

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.59	.35
PO 2	-.55	-.60
UN 3	.21	.77
AC 4	-.43	-.50
SE 5	.68	-.57
ST 6	-.55	.19
CO 7	.75	-.35
UN 8	.04	.71
TR 9	.92	.21
HE 10	-.61	-.12
SD 11	-.41	.44
BE 12	.17	.43
AC 13	-.48	-.35
SE 14	.43	-.31
ST 15	-.75	.01
CO 16	.53	-.49
PO 17	-.16	-.56
BE 18	.11	.33
UN 19	.44	.59
TR 20	.70	-.15
HE 21	-.44	-.03

**Table 1-18.** Coordinates of the PVQ-Items in Figure 1-18

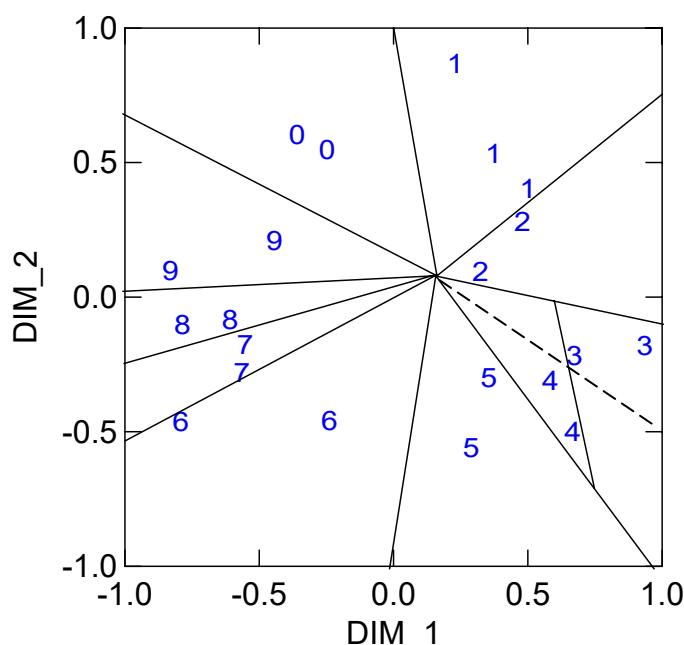


**Figure 1-19.** *Switzerland* (N=1 884); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.69	.34
PO 2	-.37	-.82
UN 3	.02	.78
AC 4	-.31	-.53
SE 5	.54	-.35
ST 6	-.70	.09
CO 7	.73	-.45
UN 8	.09	.65
TR 9	.87	.33
HE 10	-.52	.09
SD 11	-.49	.37
BE 12	.17	.42
AC 13	-.37	-.50
SE 14	.57	-.19
ST 15	-.82	-.16
CO 16	.73	-.21
PO 17	.13	-.46
BE 18	.01	.32
UN 19	.27	.60
TR 20	.71	-.15
HE 21	-.57	-.15

**Table 1-19.** Coordinates of the PVQ-Items in Figure 1-19

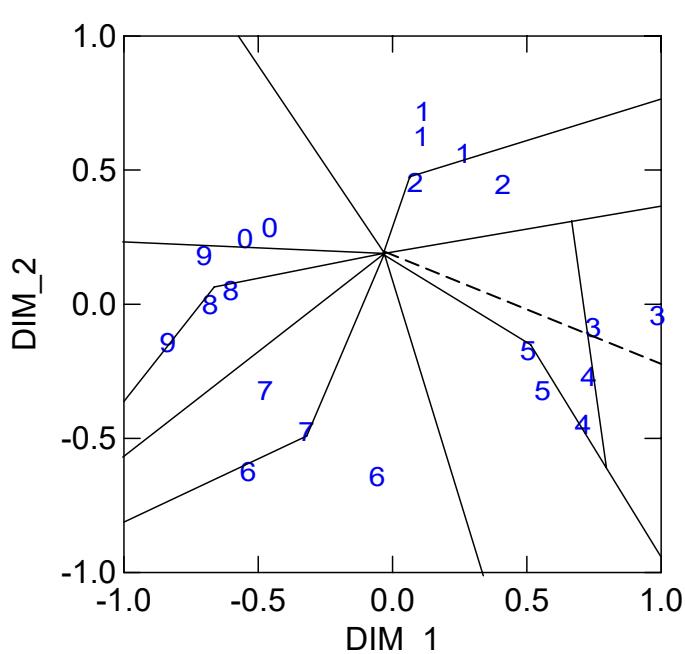


**Figure 1-20.** *United Kingdom* (N=1 645); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

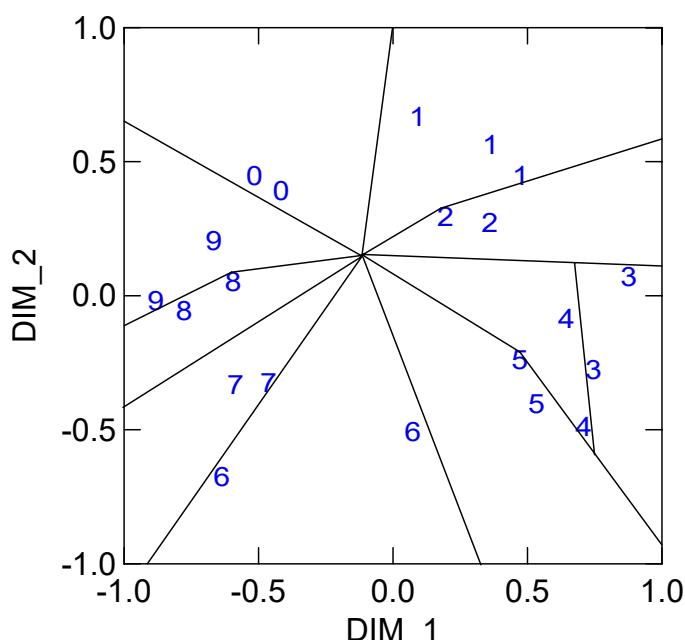
PVQ-Item	Dim 1	Dim 2
SD 1	-.36	.60
PO 2	-.79	-.46
UN 3	.23	.87
AC 4	-.56	-.28
SE 5	.29	-.56
ST 6	-.44	.21
CO 7	.67	-.50
UN 8	.37	.53
TR 9	.94	-.18
HE 10	-.79	-.10
SD 11	-.25	.55
BE 12	.48	.28
AC 13	-.55	-.18
SE 14	.36	-.30
ST 15	-.83	.10
CO 16	.58	-.31
PO 17	-.24	-.46
BE 18	.32	.10
UN 19	.50	.40
TR 20	.67	-.22
HE 21	-.61	-.09

**Table 1-20.** Coordinates of the PVQ-Items in Figure 1-20

**Figure 2-1. Austria (N=1 991); Stress 1=.09**

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

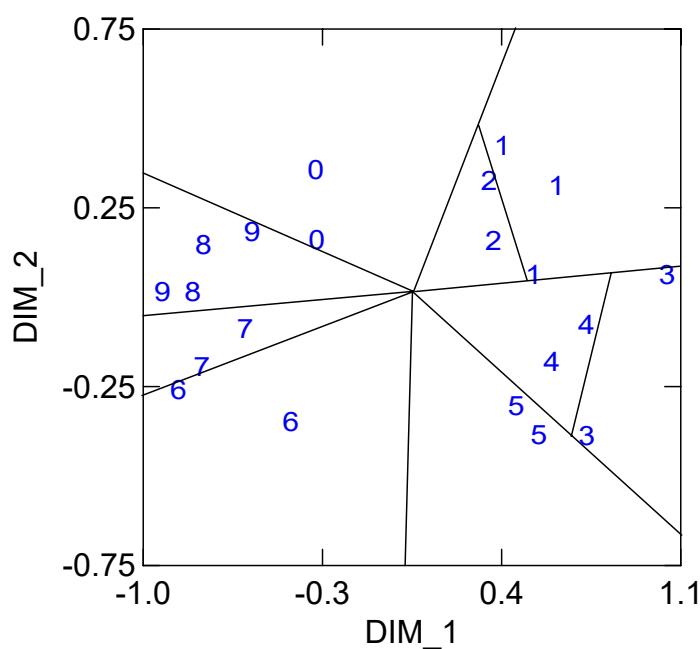
PVQ-Item	Dim 1	Dim 2
SD 1	-.55	.24
PO 2	-.54	-.63
UN 3	.11	.72
AC 4	-.32	-.47
SE 5	.56	-.32
ST 6	-.70	.18
CO 7	.71	-.45
UN 8	.11	.62
TR 9	.99	-.04
HE 10	-.60	.05
SD 11	-.46	.29
BE 12	.41	.45
AC 13	-.47	-.32
SE 14	.50	-.18
ST 15	-.84	-.14
CO 16	.73	-.27
PO 17	-.06	-.64
BE 18	.08	.45
UN 19	.26	.56
TR 20	.75	-.09
HE 21	-.68	.00

**Table 2-1.** Coordinates of the PVQ-Items in Figure 2-1**Figure 2-2. Belgium (N=1 671); Stress 1=.11**

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

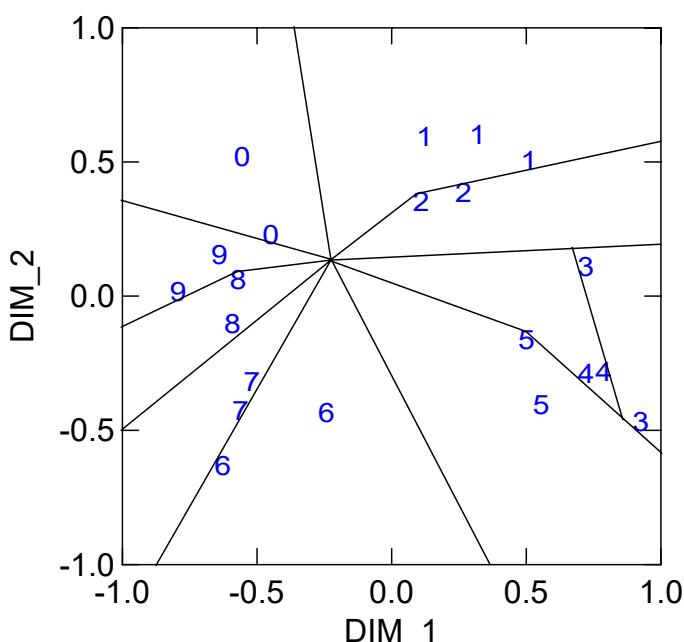
PVQ-Item	Dim 1	Dim 2
SD 1	-.51	.45
PO 2	-.64	-.68
UN 3	.36	.56
AC 4	-.46	-.33
SE 5	.53	-.40
ST 6	-.67	.20
CO 7	.71	-.49
UN 8	.09	.67
TR 9	.88	.07
HE 10	-.59	.05
SD 11	-.42	.39
BE 12	.36	.27
AC 13	-.59	-.33
SE 14	.47	-.24
ST 15	-.88	-.02
CO 16	.65	-.09
PO 17	.07	-.51
BE 18	.19	.29
UN 19	.47	.45
TR 20	.75	-.28
HE 21	-.78	-.06

**Table 2-2.** Coordinates of the PVQ-Items in Figure 2-2

**Figure 2-3. Czech Republic** (N=2 118); Stress 1=.10

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

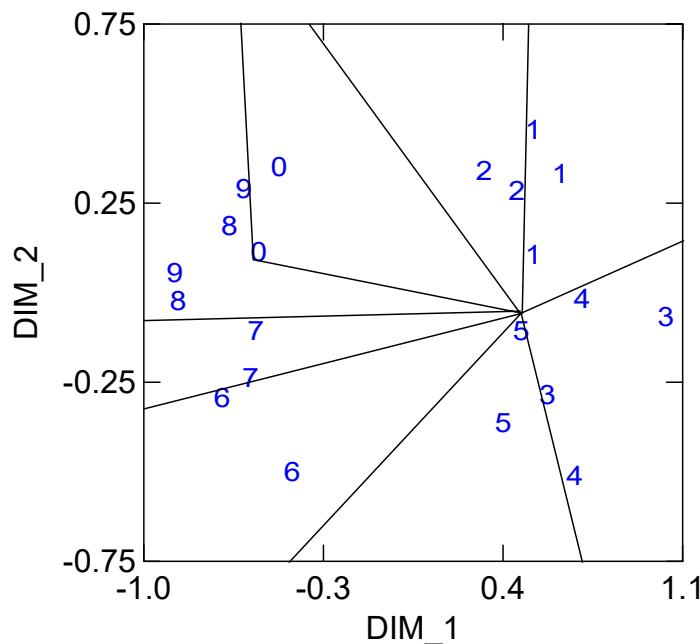
PVQ-Item	Dim_1	Dim_2
SD 1	-.33	.36
PO 2	-.86	-.26
UN 3	.61	.31
AC 4	-.77	-.19
SE 5	.55	-.38
ST 6	-.57	.18
CO 7	.60	-.18
UN 8	.40	.42
TR 9	1.05	.06
HE 10	-.81	.02
SD 11	-.32	.16
BE 12	.35	.33
AC 13	-.60	-.09
SE 14	.46	-.30
ST 15	-.92	.02
CO 16	.73	-.08
PO 17	-.42	-.35
BE 18	.37	.16
UN 19	.53	.06
TR 20	.73	-.39
HE 21	-.76	.15

**Table 2-3.** Coordinates of the PVQ-Items in Figure 2-3**Figure 2-4. Denmark** (N=1 331); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

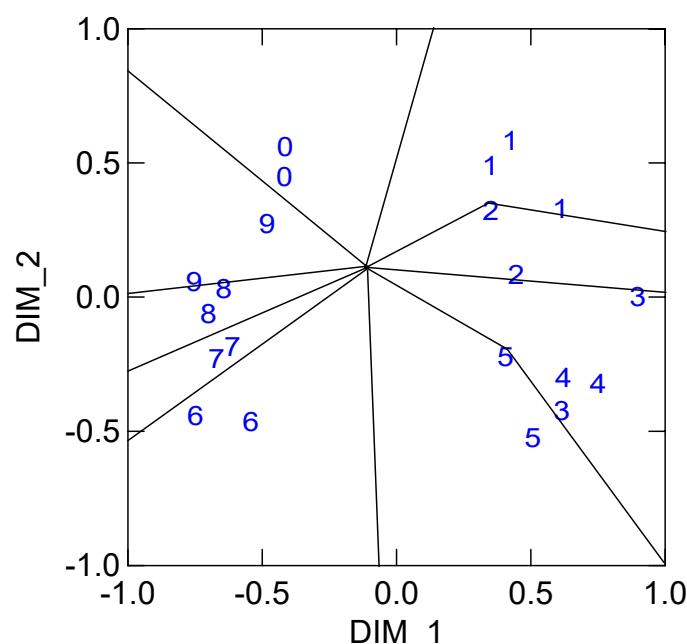
PVQ-Item	Dim_1	Dim_2
SD 1	-.56	.52
PO 2	-.63	-.63
UN 3	.32	.60
AC 4	-.56	-.43
SE 5	.56	-.41
ST 6	-.64	.15
CO 7	.79	-.28
UN 8	.12	.59
TR 9	.93	-.47
HE 10	-.59	-.10
SD 11	-.45	.23
BE 12	.27	.38
AC 13	-.52	-.32
SE 14	.50	-.16
ST 15	-.79	.02
CO 16	.72	-.29
PO 17	-.24	-.44
BE 18	.11	.35
UN 19	.51	.50
TR 20	.72	.11
HE 21	-.57	.06

**Table 2-4.** Coordinates of the PVQ-Items in Figure 2-4

**Figure 2-5.** Estonia (N=1 768); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

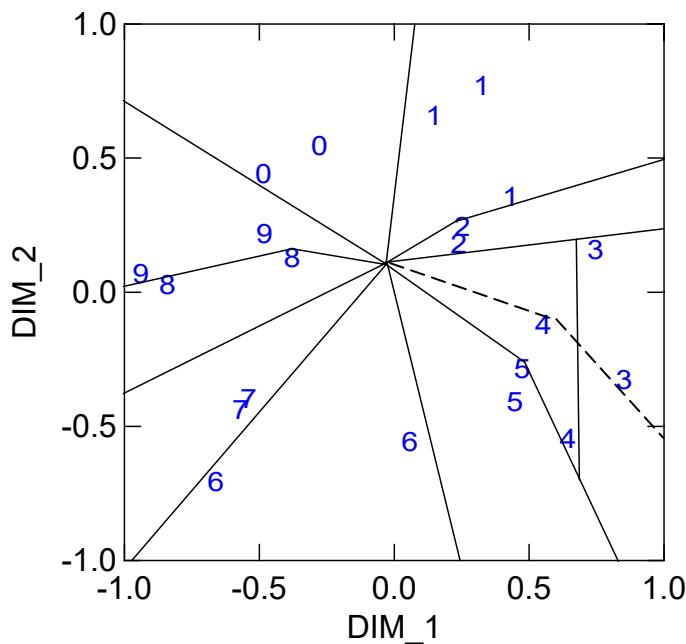
PVQ-Item	Dim 1	Dim 2
SD 1	-.55	.11
PO 2	-.69	-.29
UN 3	.52	.11
AC 4	-.58	-.24
SE 5	.40	-.36
ST 6	-.61	.29
CO 7	.68	-.51
UN 8	.52	.46
TR 9	1.03	-.07
HE 10	-.67	.19
SD 11	-.47	.35
BE 12	.45	.28
AC 13	-.56	-.11
SE 14	.47	-.11
ST 15	-.88	.05
CO 16	.71	-.02
PO 17	-.42	-.50
BE 18	.33	.34
UN 19	.62	.33
TR 20	.57	-.28
HE 21	-.87	-.02

**Table 2-5.** Coordinates of the PVQ-Items in Figure 2-5**Figure 2-6.** Finland (N=1 556); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

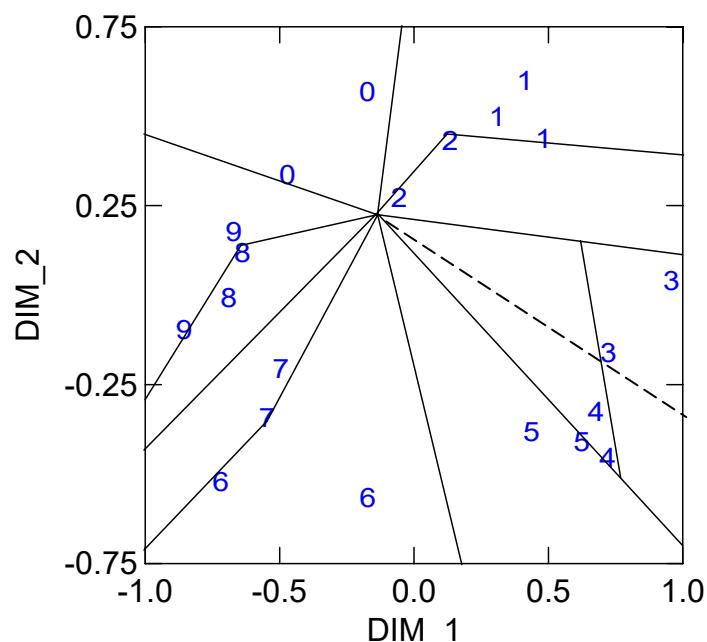
PVQ-Item	Dim 1	Dim 2
SD 1	-.42	.45
PO 2	-.75	-.44
UN 3	.42	.58
AC 4	-.67	-.23
SE 5	.51	-.53
ST 6	-.48	.27
CO 7	.75	-.32
UN 8	.35	.49
TR 9	.90	.00
HE 10	-.64	.03
SD 11	-.41	.56
BE 12	.35	.32
AC 13	-.61	-.18
SE 14	.41	-.22
ST 15	-.75	.06
CO 16	.62	-.30
PO 17	-.54	-.46
BE 18	.44	.08
UN 19	.61	.33
TR 20	.62	-.42
HE 21	-.70	-.06

**Table 2-6.** Coordinates of the PVQ-Items in Figure 2-6

**Figure 2-7.** France (N=1 575); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

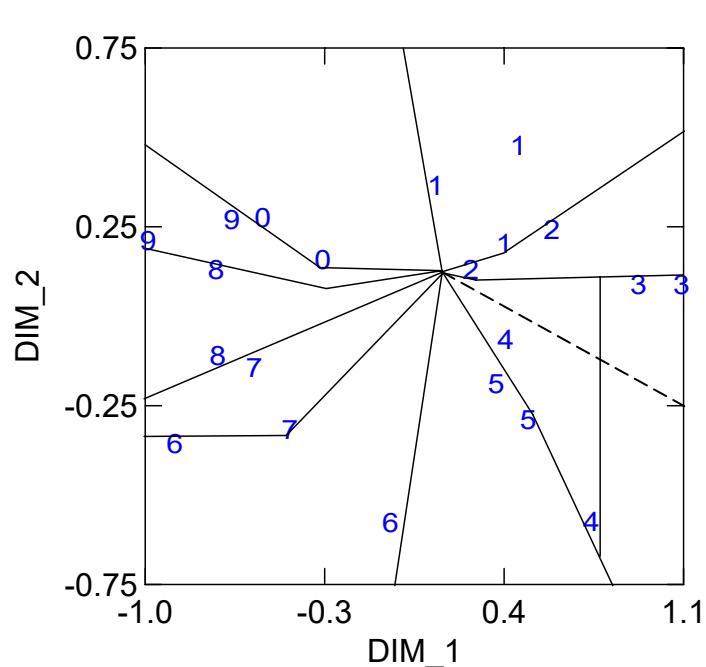
PVQ-Item	Dim 1	Dim 2
SD 1	-.48	.44
PO 2	-.66	-.71
UN 3	.32	.77
AC 4	-.54	-.40
SE 5	.45	-.41
ST 6	-.48	.22
CO 7	.65	-.55
UN 8	.15	.66
TR 9	.75	.16
HE 10	-.38	.13
SD 11	-.28	.55
BE 12	.25	.24
AC 13	-.57	-.44
SE 14	.47	-.29
ST 15	-.94	.07
CO 16	.55	-.12
PO 17	.06	-.56
BE 18	.24	.18
UN 19	.43	.36
TR 20	.85	-.33
HE 21	-.84	.03

**Table 2-7.** Coordinates of the PVQ-Items in Figure 2-7**Figure 2-8.** Germany (N=2 640); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

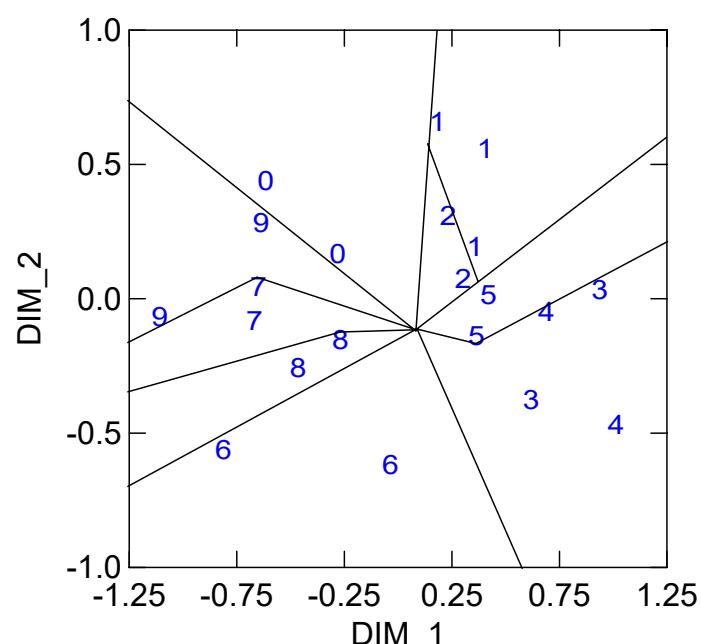
PVQ-Item	Dim 1	Dim 2
SD 1	-.47	.34
PO 2	-.72	-.52
UN 3	.41	.60
AC 4	-.55	-.34
SE 5	.62	-.41
ST 6	-.67	.18
CO 7	.72	-.46
UN 8	.31	.50
TR 9	.96	.04
HE 10	-.64	.12
SD 11	-.17	.57
BE 12	-.06	.27
AC 13	-.50	-.21
SE 14	.44	-.38
ST 15	-.85	-.10
CO 16	.68	-.33
PO 17	-.17	-.57
BE 18	.13	.43
UN 19	.48	.44
TR 20	.72	-.16
HE 21	-.69	-.01

**Table 2-8.** Coordinates of the PVQ-Items in Figure 2-8

**Figure 2-9.** *Greece* (N=2 239); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

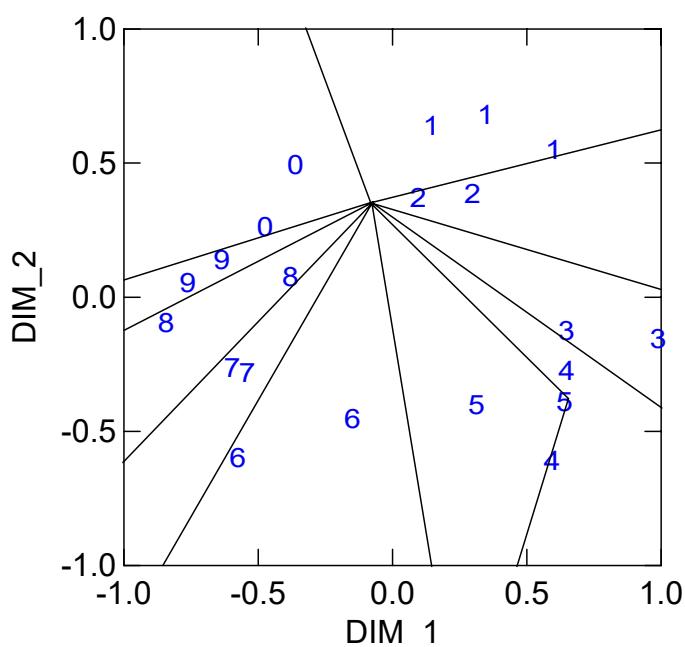
PVQ-Item	Dim 1	Dim 2
SD 1	-.54	.27
PO 2	-.88	-.36
UN 3	.46	.48
AC 4	-.44	-.32
SE 5	.49	-.29
ST 6	-.66	.27
CO 7	.74	-.57
UN 8	.13	.36
TR 9	1.09	.09
HE 10	-.72	-.11
SD 11	-.31	.16
BE 12	.59	.24
AC 13	-.57	-.15
SE 14	.37	-.19
ST 15	-.99	.21
CO 16	.41	-.07
PO 17	-.04	-.58
BE 18	.27	.13
UN 19	.40	.20
TR 20	.92	.09
HE 21	-.72	.13

**Table 2-9.** Coordinates of the PVQ-Items in Figure 2-9**Figure 2-10.** *Hungary* (N=1 332); Stress 1=.14

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

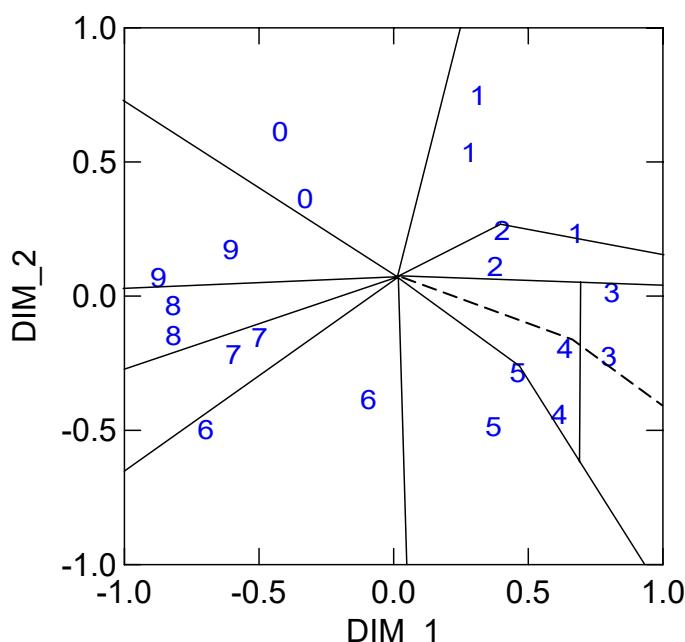
PVQ-Item	Dim 1	Dim 2
SD 1	-.61	.44
PO 2	-.81	-.56
UN 3	.18	.66
AC 4	-.65	.04
SE 5	.37	-.14
ST 6	-.64	.28
CO 7	1.01	-.47
UN 8	.41	.56
TR 9	.94	.03
HE 10	-.46	-.26
SD 11	-.28	.17
BE 12	.23	.31
AC 13	-.67	-.08
SE 14	.42	.01
ST 15	-1.11	-.07
CO 16	.69	-.05
PO 17	-.03	-.62
BE 18	.30	.07
UN 19	.36	.19
TR 20	.62	-.38
HE 21	-.27	-.15

**Table 2-10.** Coordinates of the PVQ-Items in Figure 2-10

**Figure 2-11.** Iceland (N=474); Stress 1=.14

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE),  
6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

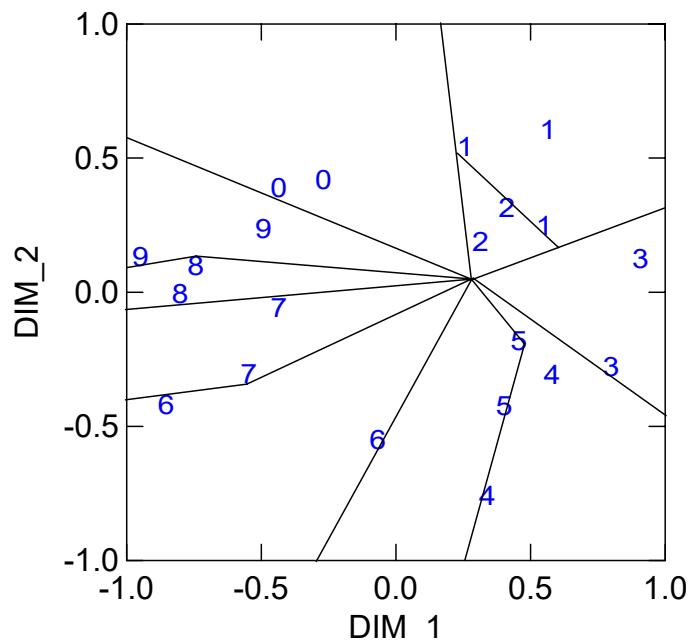
PVQ-Item	Dim 1	Dim 2
SD 1	-.47	.26
PO 2	-.58	-.60
UN 3	.14	.64
AC 4	-.60	-.26
SE 5	.64	-.39
ST 6	-.64	.14
CO 7	.65	-.27
UN 8	.35	.68
TR 9	.99	-.15
HE 10	-.38	.08
SD 11	-.36	.49
BE 12	.30	.39
AC 13	-.54	-.28
SE 14	.31	-.40
ST 15	-.76	.05
CO 16	.59	-.61
PO 17	-.15	-.45
BE 18	.10	.37
UN 19	.60	.55
TR 20	.65	-.13
HE 21	-.84	-.10

**Table 2-11.** Coordinates of the PVQ-Items in Figure 2-11**Figure 2-12.** Ireland (N=1 050); Stress 1=.13

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE),  
6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

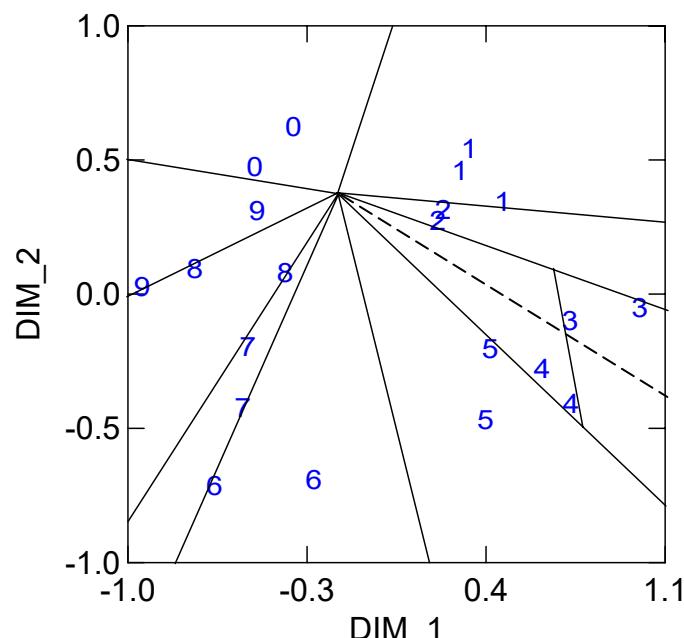
PVQ-Item	Dim 1	Dim 2
SD 1	-.42	.61
PO 2	-.70	-.50
UN 3	.31	.74
AC 4	-.50	-.15
SE 5	.37	-.49
ST 6	-.60	.17
CO 7	.62	-.44
UN 8	.28	.53
TR 9	.81	.01
HE 10	-.82	-.15
SD 11	-.33	.36
BE 12	.40	.24
AC 13	-.59	-.22
SE 14	.46	-.29
ST 15	-.87	.07
CO 16	.64	-.20
PO 17	-.09	-.39
BE 18	.38	.11
UN 19	.68	.23
TR 20	.80	-.23
HE 21	-.82	-.04

**Table 2-12.** Coordinates of the PVQ-Items in Figure 2-12

**Figure 2-13.** Italy (N=1 366); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

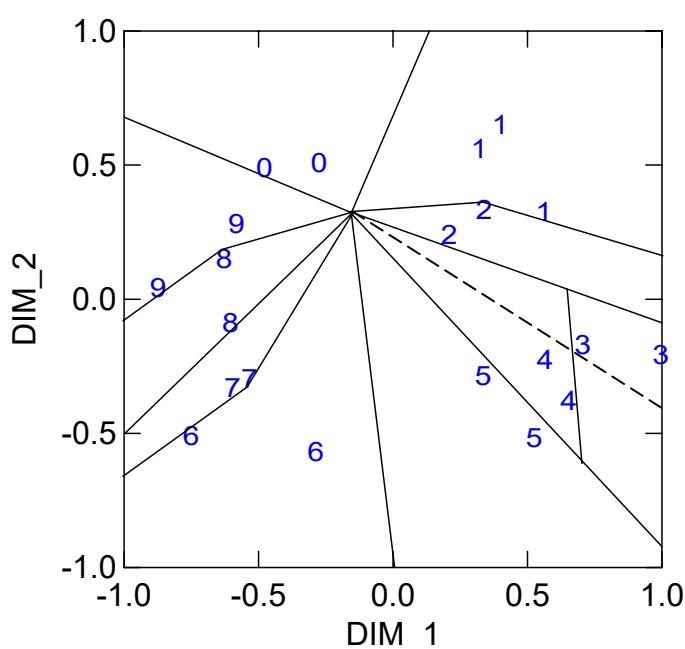
PVQ-Item	Dim_1	Dim_2
SD 1	-.43	.39
PO 2	-.85	-.42
UN 3	.56	.60
AC 4	-.55	-.31
SE 5	.40	-.42
ST 6	-.49	.24
CO 7	.34	-.76
UN 8	.26	.54
TR 9	.91	.12
HE 10	-.80	-.01
SD 11	-.27	.42
BE 12	.41	.32
AC 13	-.43	-.06
SE 14	.46	-.18
ST 15	-.95	.13
CO 16	.58	-.31
PO 17	-.07	-.55
BE 18	.31	.19
UN 19	.55	.25
TR 20	.80	-.28
HE 21	-.74	.10

**Table 2-13.** Coordinates of the PVQ-Items in Figure 2-13**Figure 2-14.** Luxembourg (N=1 410); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

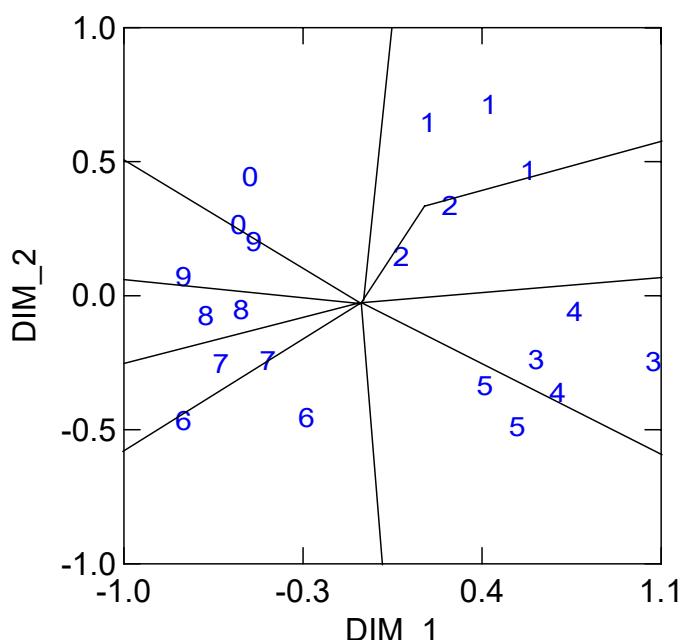
PVQ-Item	Dim_1	Dim_2
SD 1	-.35	.62
PO 2	-.66	-.71
UN 3	.33	.54
AC 4	-.55	-.42
SE 5	.40	-.47
ST 6	-.49	.31
CO 7	.73	-.41
UN 8	.30	.46
TR 9	1.00	-.05
HE 10	-.39	.08
SD 11	-.50	.47
BE 12	.21	.27
AC 13	-.53	-.20
SE 14	.42	-.20
ST 15	-.94	.03
CO 16	.62	-.28
PO 17	-.27	-.69
BE 18	.23	.31
UN 19	.46	.34
TR 20	.73	-.10
HE 21	-.74	.09

**Table 2-14.** Coordinates of the PVQ-Items in Figure 2-14

**Figure 2-15.** *Netherlands* (N=1 759); Stress 1=.13

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

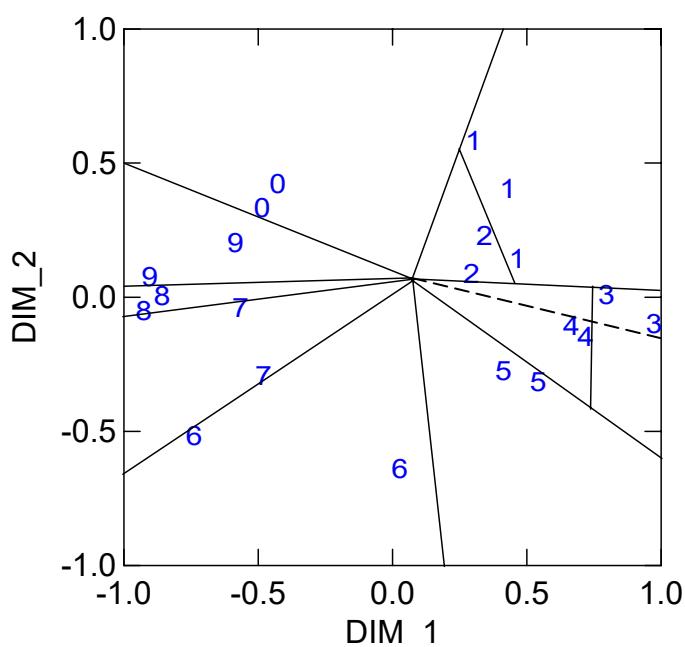
PVQ-Item	Dim 1	Dim 2
SD 1	-.48	.49
PO 2	-.75	-.51
UN 3	.40	.65
AC 4	-.60	-.33
SE 5	.53	-.52
ST 6	-.58	.28
CO 7	.65	-.38
UN 8	.32	.56
TR 9	1.00	-.21
HE 10	-.60	-.09
SD 11	-.27	.51
BE 12	.34	.33
AC 13	-.53	-.30
SE 14	.33	-.29
ST 15	-.87	.04
CO 16	.57	-.23
PO 17	-.29	-.57
BE 18	.21	.24
UN 19	.56	.32
TR 20	.71	-.17
HE 21	-.63	.15

**Table 2-15.** Coordinates of the PVQ-Items in Figure 2-15**Figure 2-16.** *Norway* (N=1 488); Stress 1=.13

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

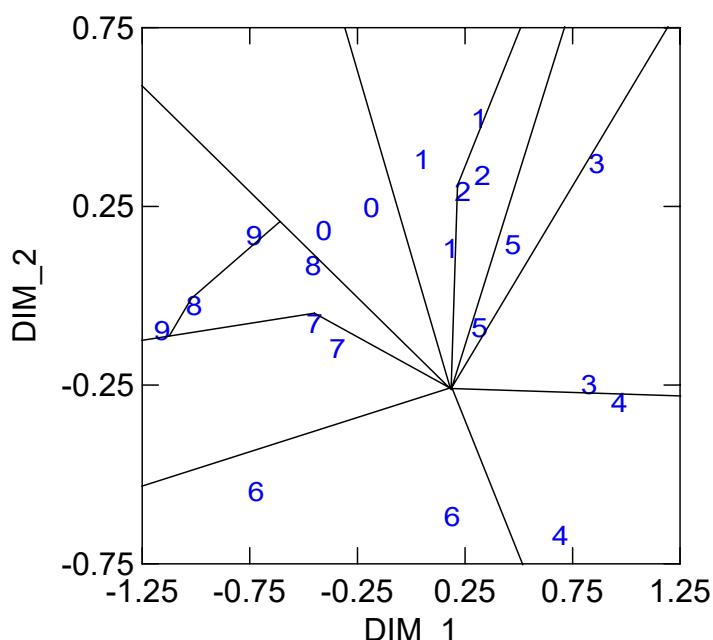
PVQ-Item	Dim 1	Dim 2
SD 1	-.51	.44
PO 2	-.77	-.47
UN 3	.43	.71
AC 4	-.62	-.25
SE 5	.54	-.49
ST 6	-.49	.20
CO 7	.76	-.06
UN 8	.19	.64
TR 9	1.07	-.25
HE 10	-.68	-.08
SD 11	-.55	.26
BE 12	.28	.33
AC 13	-.44	-.24
SE 14	.41	-.34
ST 15	-.77	.07
CO 16	.70	-.36
PO 17	-.29	-.46
BE 18	.08	.15
UN 19	.58	.47
TR 20	.61	-.24
HE 21	-.54	-.05

**Table 2-16.** Coordinates of the PVQ-Items in Figure 2-16

**Figure 2-17. Poland** (N=1 445); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

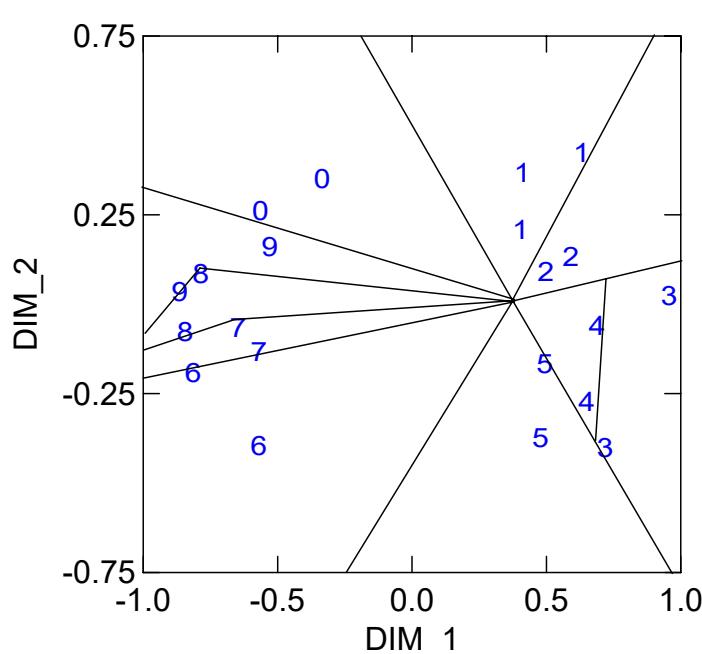
PVQ-Item	Dim 1	Dim 2
SD 1	-.49	.33
PO 2	-.74	-.52
UN 3	.43	.41
AC 4	-.48	-.29
SE 5	.54	-.32
ST 6	-.58	.20
CO 7	.72	-.15
UN 8	.30	.58
TR 9	.97	-.10
HE 10	-.86	.01
SD 11	-.43	.42
BE 12	.34	.23
AC 13	-.57	-.04
SE 14	.41	-.28
ST 15	-.90	.08
CO 16	.67	-.11
PO 17	.03	-.64
BE 18	.29	.09
UN 19	.46	.14
TR 20	.80	.01
HE 21	-.93	-.05

**Table 2-17.** Coordinates of the PVQ-Items in Figure 2-17**Figure 2-18. Portugal** (N=1 889); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

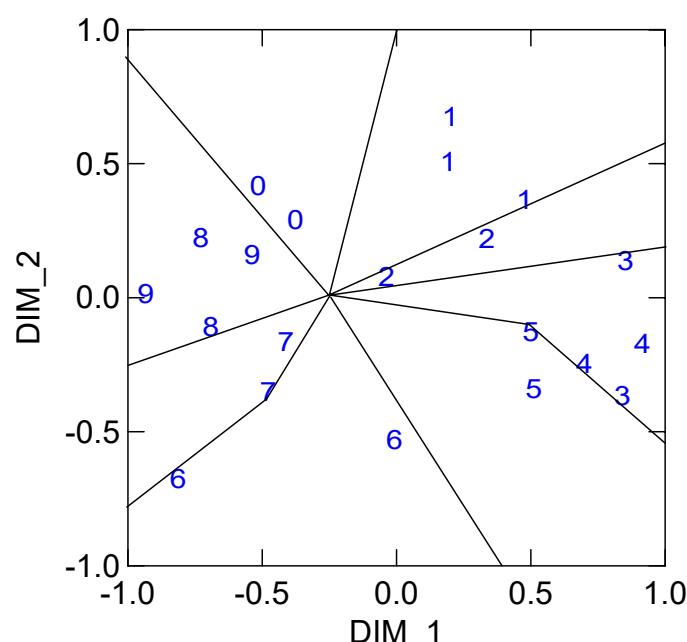
PVQ-Item	Dim 1	Dim 2
SD 1	-.41	.18
PO 2	-.72	-.55
UN 3	.32	.50
AC 4	-.34	-.15
SE 5	.47	.14
ST 6	-.73	.17
CO 7	.69	-.67
UN 8	.18	.13
TR 9	.86	.37
HE 10	-.46	.09
SD 11	-.18	.25
BE 12	.33	.34
AC 13	-.45	-.08
SE 14	.32	-.09
ST 15	-1.16	-.10
CO 16	.97	-.30
PO 17	.19	-.62
BE 18	.24	.29
UN 19	.05	.38
TR 20	.83	-.25
HE 21	-1.01	-.03

**Table 2-18.** Coordinates of the PVQ-Items in Figure 2-18

**Figure 2-19. Slovakia (N=1 281); Stress 1=.11**

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

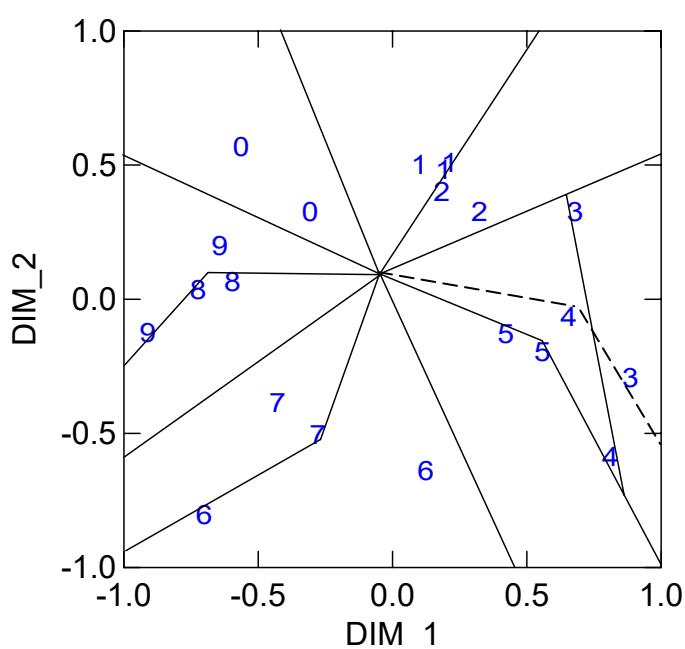
PVQ-Item	Dim_1	Dim_2
SD 1	-.33	.35
PO 2	-.81	-.19
UN 3	.63	.42
AC 4	-.57	-.13
SE 5	.48	-.37
ST 6	-.53	.16
CO 7	.69	-.06
UN 8	.41	.37
TR 9	.96	.02
HE 10	-.84	-.08
SD 11	-.56	.26
BE 12	.59	.13
AC 13	-.65	-.07
SE 14	.49	-.17
ST 15	-.86	.03
CO 16	.65	-.27
PO 17	-.57	-.39
BE 18	.50	.09
UN 19	.40	.21
TR 20	.72	-.40
HE 21	-.79	.09

**Table 2-19. Coordinates of the PVQ-Items in Figure 2-19****Figure 2-20. Slovenia (N=1 241); Stress 1=.13**

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

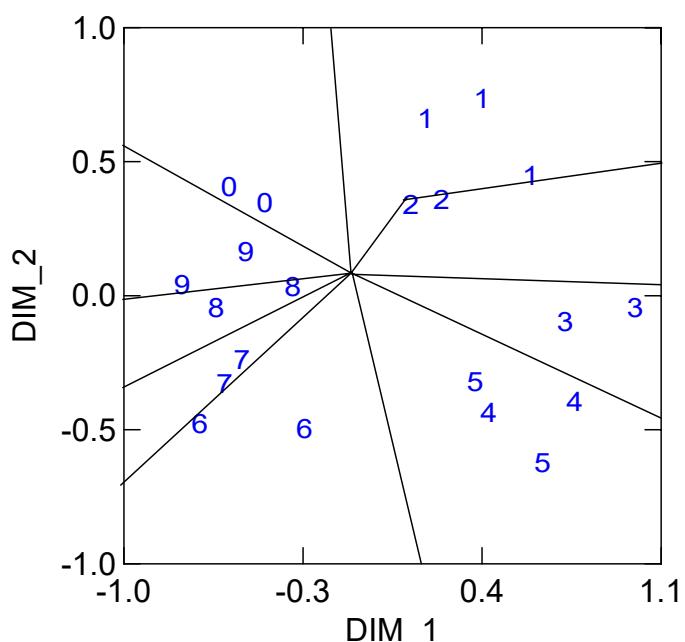
PVQ-Item	Dim_1	Dim_2
SD 1	-.52	.42
PO 2	-.81	-.68
UN 3	.19	.51
AC 4	-.48	-.35
SE 5	.51	-.34
ST 6	-.54	.16
CO 7	.92	-.17
UN 8	.20	.68
TR 9	.85	.14
HE 10	-.69	-.11
SD 11	-.38	.29
BE 12	.34	.22
AC 13	-.41	-.16
SE 14	.50	-.13
ST 15	-.93	.02
CO 16	.70	-.25
PO 17	-.01	-.53
BE 18	-.04	.08
UN 19	.48	.37
TR 20	.84	-.37
HE 21	-.73	.22

**Table 2-20. Coordinates of the PVQ-Items in Figure 2-20**

**Figure 2-21. Spain (N=1 427); Stress 1=.10**

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

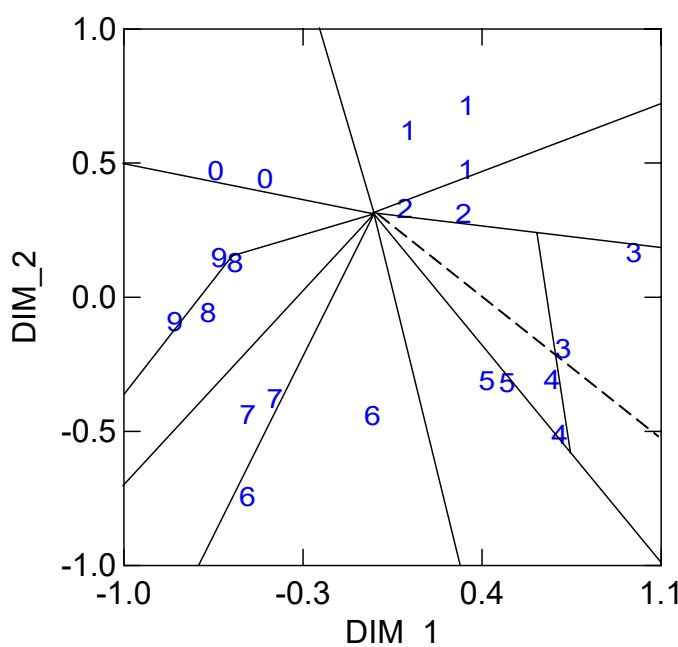
PVQ-Item	Dim 1	Dim 2
SD 1	-.56	.57
PO 2	-.70	-.80
UN 3	.21	.51
AC 4	-.28	-.51
SE 5	.42	-.13
ST 6	-.64	.20
CO 7	.81	-.59
UN 8	.19	.48
TR 9	.68	.32
HE 10	-.60	.07
SD 11	-.31	.32
BE 12	.18	.40
AC 13	-.43	-.39
SE 14	.56	-.19
ST 15	-.91	-.13
CO 16	.66	-.07
PO 17	.12	-.64
BE 18	.32	.32
UN 19	.10	.50
TR 20	.89	-.29
HE 21	-.72	.03

**Table 2-21. Coordinates of the PVQ-Items in Figure 2-21****Figure 2-22. Sweden (N=1 604); Stress 1=.12**

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

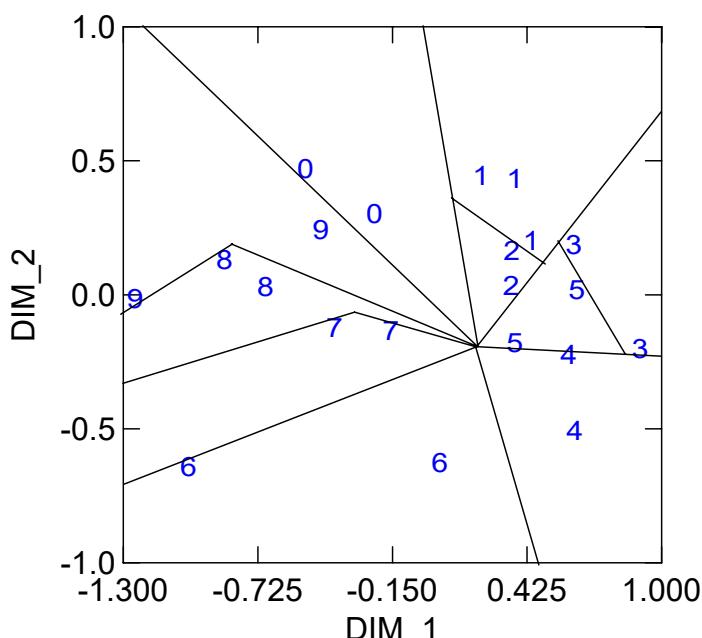
PVQ-Item	Dim 1	Dim 2
SD 1	-.59	.41
PO 2	-.70	-.48
UN 3	.40	.73
AC 4	-.61	-.33
SE 5	.64	-.63
ST 6	-.52	.16
CO 7	.76	-.39
UN 8	.18	.66
TR 9	1.00	-.05
HE 10	-.64	-.05
SD 11	-.45	.35
BE 12	.24	.36
AC 13	-.54	-.24
SE 14	.37	-.32
ST 15	-.77	.04
CO 16	.43	-.44
PO 17	-.29	-.50
BE 18	.12	.34
UN 19	.59	.45
TR 20	.73	-.10
HE 21	-.34	.03

**Table 2-22. Coordinates of the PVQ-Items in Figure 2-22**

**Figure 2-23.** Switzerland (N=1 902); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

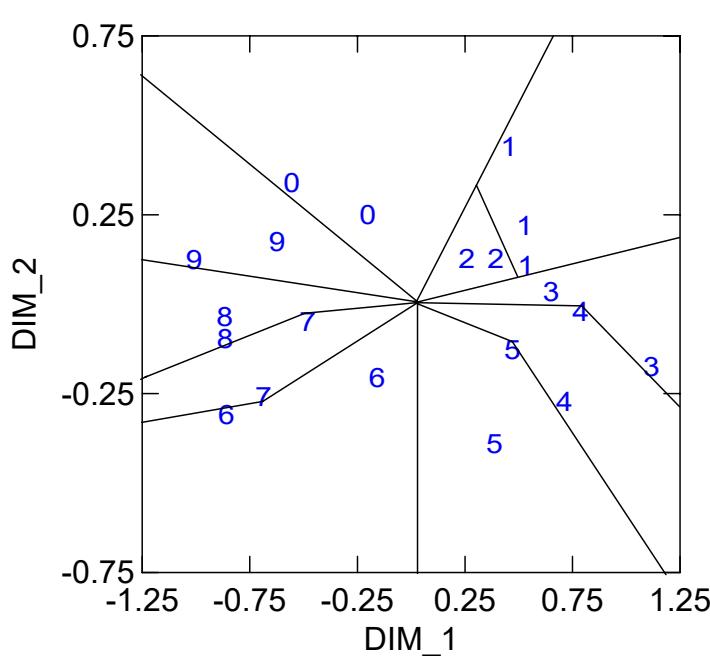
PVQ-Item	Dim 1	Dim 2
SD 1	-.64	.47
PO 2	-.52	-.74
UN 3	.34	.71
AC 4	-.41	-.38
SE 5	.50	-.32
ST 6	-.63	.15
CO 7	.70	-.51
UN 8	.11	.62
TR 9	.99	.17
HE 10	-.56	.13
SD 11	-.45	.44
BE 12	.33	.31
AC 13	-.52	-.44
SE 14	.42	-.31
ST 15	-.80	-.09
CO 16	.67	-.31
PO 17	-.03	-.44
BE 18	.10	.33
UN 19	.34	.47
TR 20	.72	-.19
HE 21	-.67	-.06

**Table 2-23.** Coordinates of the PVQ-Items in Figure 2-23**Figure 2-24.** Turkey (N=1 424); Stress 1=.14

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

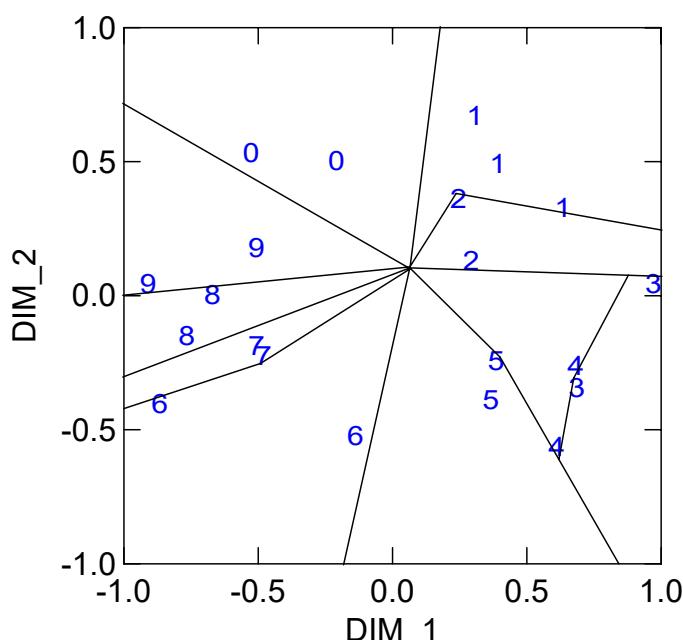
PVQ-Item	Dim 1	Dim 2
SD 1	-.52	.47
PO 2	-1.02	-.64
UN 3	.37	.43
AC 4	-.40	-.13
SE 5	.64	.02
ST 6	-.46	.24
CO 7	.60	-.23
UN 8	.23	.44
TR 9	.63	.19
HE 10	-.69	.03
SD 11	-.23	.30
BE 12	.36	.16
AC 13	-.16	-.14
SE 14	.37	-.18
ST 15	-1.25	-.02
CO 16	.63	-.51
PO 17	.05	-.63
BE 18	.36	.03
UN 19	.44	.20
TR 20	.91	-.20
HE 21	-.87	.13

**Table 2-24.** Coordinates of the PVQ-Items in Figure 2-24

**Figure 2-25.** Ukraine (N=1 446); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.56	.34
PO 2	-.86	-.31
UN 3	.45	.44
AC 4	-.69	-.26
SE 5	.39	-.39
ST 6	-.62	.18
CO 7	.71	-.27
UN 8	.53	.22
TR 9	1.12	-.18
HE 10	-.86	-.10
SD 11	-.20	.25
BE 12	.39	.13
AC 13	-.48	-.05
SE 14	.47	-.13
ST 15	-1.01	.12
CO 16	.79	-.02
PO 17	-.16	-.20
BE 18	.26	.13
UN 19	.53	.11
TR 20	.65	.03
HE 21	-.87	-.04

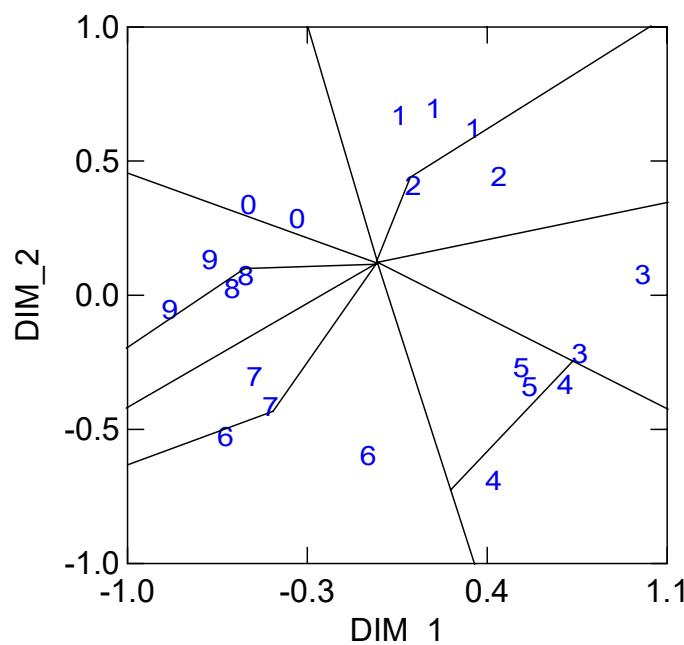
**Table 2-25.** Coordinates of the PVQ-Items in Figure 2-25**Figure 2-26.** United Kingdom (N=1 719); Stress 1=.14

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.53	.53
PO 2	-.87	-.40
UN 3	.31	.67
AC 4	-.48	-.22
SE 5	.37	-.39
ST 6	-.51	.18
CO 7	.61	-.56
UN 8	.39	.49
TR 9	.97	.04
HE 10	-.77	-.15
SD 11	-.21	.50
BE 12	.25	.36
AC 13	-.51	-.19
SE 14	.39	-.24
ST 15	-.91	.04
CO 16	.68	-.26
PO 17	-.14	-.52
BE 18	.29	.13
UN 19	.63	.33
TR 20	.69	-.34
HE 21	-.67	.00

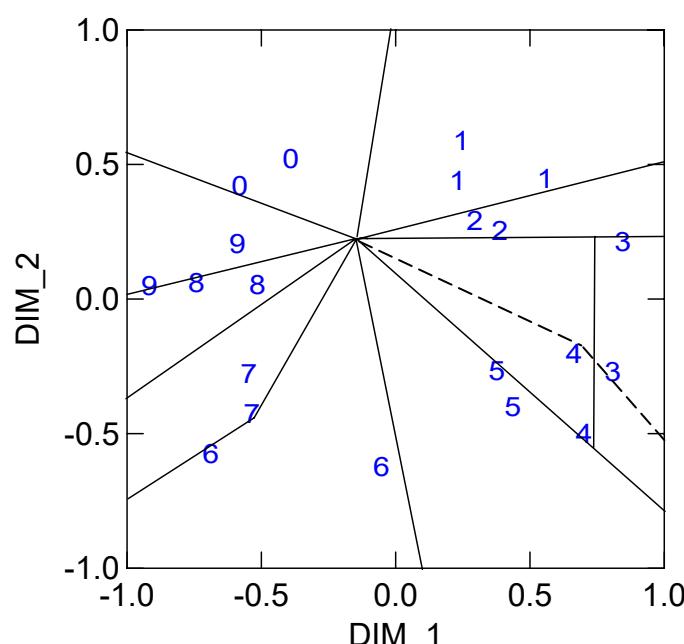
**Table 2-26.** Coordinates of the PVQ-Items in Figure 2-26



**Figure 3-1.** *Austria* (N=2 110); Stress 1=.10

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

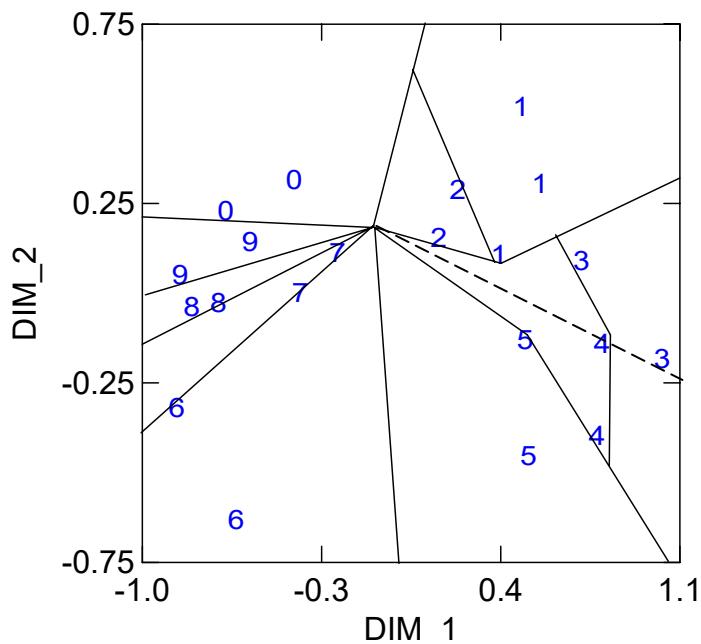
PVQ-Item	Dim 1	Dim 2
SD 1	-.53	.34
PO 2	-.62	-.53
UN 3	.19	.69
AC 4	-.44	-.42
SE 5	.56	-.34
ST 6	-.68	.13
CO 7	.43	-.69
UN 8	.06	.67
TR 9	1.01	.08
HE 10	-.54	.07
SD 11	-.34	.29
BE 12	.45	.44
AC 13	-.50	-.30
SE 14	.53	-.27
ST 15	-.84	-.06
CO 16	.70	-.34
PO 17	-.06	-.60
BE 18	.11	.41
UN 19	.34	.62
TR 20	.76	-.22
HE 21	-.59	.03

**Table 3-1.** Coordinates of the PVQ-Items in Figure 3-1**Figure 3-2.** *Belgium* (N=1 743); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

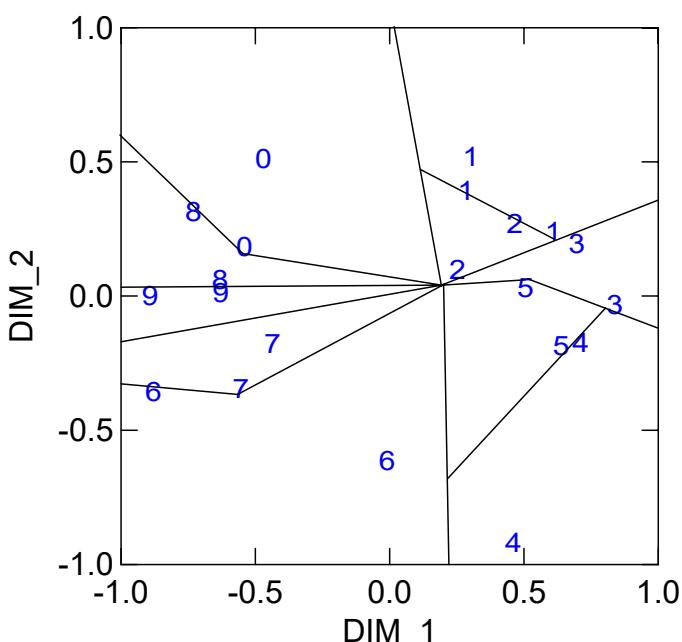
PVQ-Item	Dim 1	Dim 2
SD 1	-.58	.42
PO 2	-.69	-.58
UN 3	.24	.59
AC 4	-.53	-.42
SE 5	.44	-.40
ST 6	-.59	.21
CO 7	.70	-.50
UN 8	.23	.44
TR 9	.85	.21
HE 10	-.51	.05
SD 11	-.39	.52
BE 12	.39	.25
AC 13	-.55	-.28
SE 14	.38	-.27
ST 15	-.92	.05
CO 16	.67	-.20
PO 17	-.05	-.62
BE 18	.30	.29
UN 19	.56	.45
TR 20	.81	-.27
HE 21	-.74	.06

**Table 3-2.** Coordinates of the PVQ-Items in Figure 3-2

**Figure 3-3.** Bulgaria (N=981); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

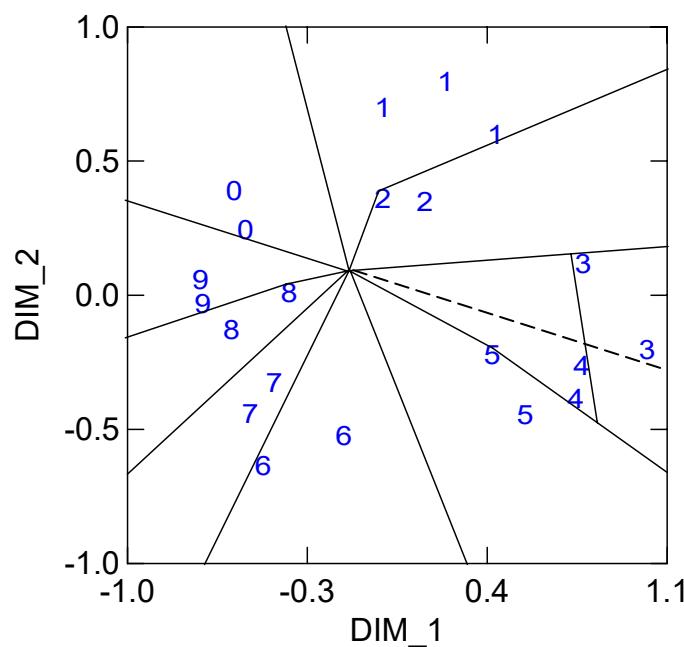
PVQ-Item	Dim 1	Dim 2
SD 1	-.67	.23
PO 2	-.86	-.32
UN 3	.48	.52
AC 4	-.24	.11
SE 5	.51	-.45
ST 6	-.58	.14
CO 7	.78	-.40
UN 8	.55	.30
TR 9	1.03	-.18
HE 10	-.70	-.03
SD 11	-.41	.32
BE 12	.16	.16
AC 13	-.38	.00
SE 14	.50	-.13
ST 15	-.85	.05
CO 16	.80	-.14
PO 17	-.63	-.63
BE 18	.23	.29
UN 19	.39	.11
TR 20	.72	.09
HE 21	-.81	-.04

**Table 3-3.** Coordinates of the PVQ-Items in Figure 3-3**Figure 3-4.** Cyprus (N=809); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

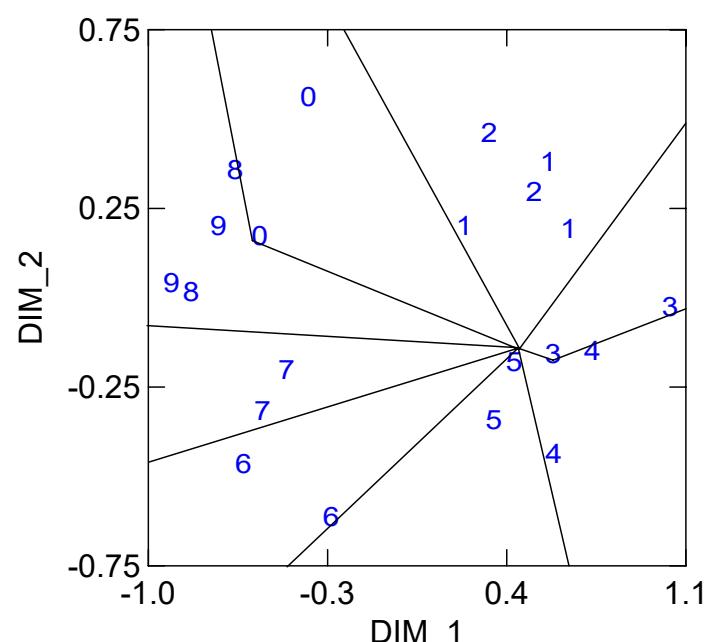
PVQ-Item	Dim 1	Dim 2
SD 1	-.54	.18
PO 2	-.88	-.36
UN 3	.30	.52
AC 4	-.44	-.18
SE 5	.51	.03
ST 6	-.63	.01
CO 7	.46	-.92
UN 8	.28	.39
TR 9	.70	.20
HE 10	-.63	.06
SD 11	-.47	.51
BE 12	.47	.27
AC 13	-.55	-.35
SE 14	.64	-.19
ST 15	-.89	.00
CO 16	.71	-.17
PO 17	-.01	-.62
BE 18	.25	.10
UN 19	.61	.24
TR 20	.84	-.03
HE 21	-.73	.31

**Table 3-4.** Coordinates of the PVQ-Items in Figure 3-4

**Figure 3-5. Denmark** (N=1 376); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

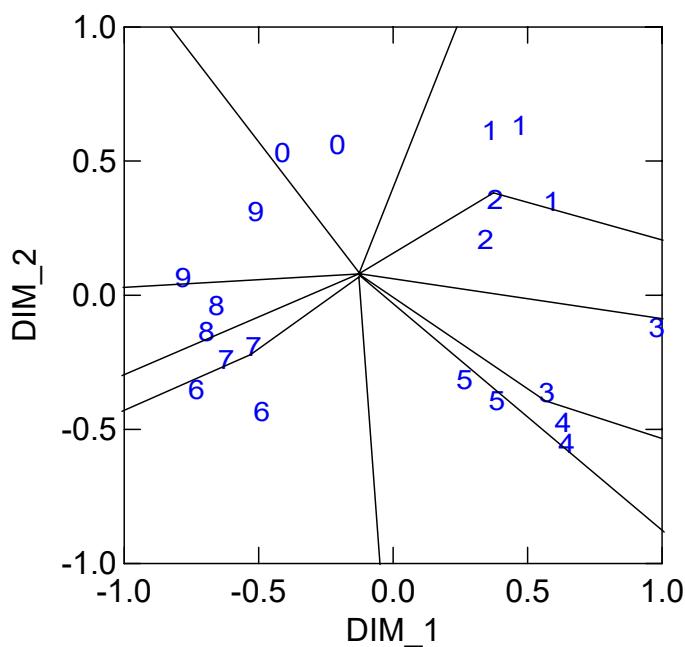
PVQ-Item	Dim 1	Dim 2
SD 1	-.58	.39
PO 2	-.47	-.64
UN 3	.24	.80
AC 4	-.52	-.44
SE 5	.55	-.45
ST 6	-.72	.06
CO 7	.75	-.39
UN 8	-.01	.70
TR 9	1.02	-.21
HE 10	-.60	-.13
SD 11	-.54	.25
BE 12	.16	.35
AC 13	-.43	-.33
SE 14	.42	-.22
ST 15	-.71	-.03
CO 16	.77	-.26
PO 17	-.16	-.52
BE 18	-.01	.36
UN 19	.43	.60
TR 20	.77	.12
HE 21	-.37	.01

**Table 3-5.** Coordinates of the PVQ-Items in Figure 3-5**Figure 3-6. Estonia** (N=1 265); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

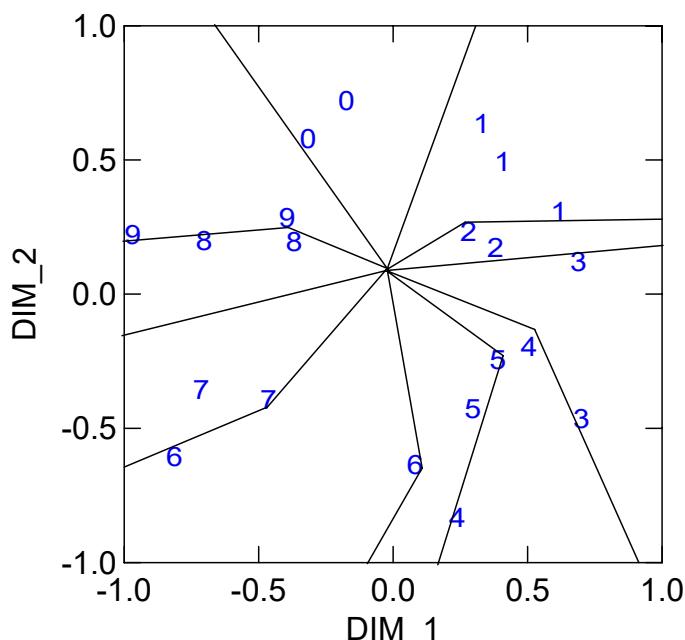
PVQ-Item	Dim 1	Dim 2
SD 1	-.56	.17
PO 2	-.63	-.46
UN 3	.23	.20
AC 4	-.55	-.32
SE 5	.35	-.34
ST 6	-.73	.20
CO 7	.58	-.44
UN 8	.56	.38
TR 9	1.04	-.02
HE 10	-.66	.36
SD 11	-.37	.56
BE 12	.51	.30
AC 13	-.46	-.20
SE 14	.43	-.18
ST 15	-.91	.04
CO 16	.73	-.15
PO 17	-.29	-.61
BE 18	.33	.46
UN 19	.64	.19
TR 20	.58	-.16
HE 21	-.83	.02

**Table 3-6.** Coordinates of the PVQ-Items in Figure 3-6

**Figure 3-7. Finland** (N=1 077); Stress 1=.13

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

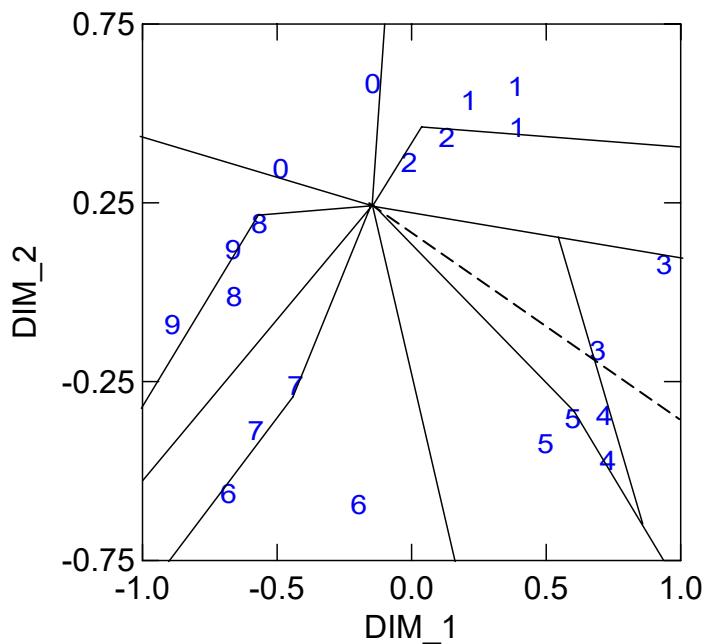
PVQ-Item	Dim 1	Dim 2
SD 1	-.41	.53
PO 2	-.73	-.35
UN 3	.47	.63
AC 4	-.62	-.24
SE 5	.39	-.39
ST 6	-.51	.31
CO 7	.65	-.55
UN 8	.36	.61
TR 9	.98	-.12
HE 10	-.66	-.04
SD 11	-.21	.56
BE 12	.38	.35
AC 13	-.52	-.19
SE 14	.27	-.32
ST 15	-.78	.07
CO 16	.63	-.48
PO 17	-.49	-.44
BE 18	.34	.21
UN 19	.59	.35
TR 20	.57	-.36
HE 21	-.69	-.14

**Table 3-7.** Coordinates of the PVQ-Items in Figure 3-7**Figure 3-8. France** (N=1 880); Stress 1=.14

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

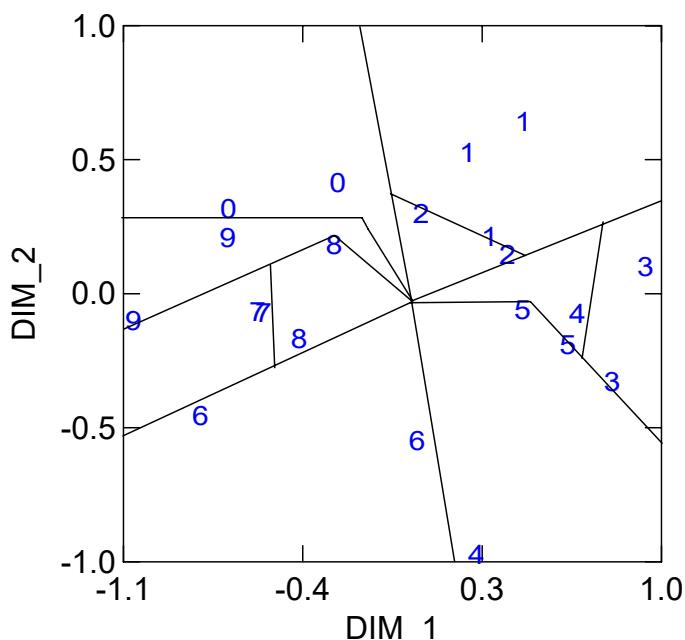
PVQ-Item	Dim 1	Dim 2
SD 1	-.32	.58
PO 2	-.81	-.61
UN 3	.33	.63
AC 4	-.46	-.40
SE 5	.30	-.43
ST 6	-.39	.29
CO 7	.24	-.83
UN 8	.41	.49
TR 9	.69	.12
HE 10	-.37	.20
SD 11	-.17	.72
BE 12	.28	.23
AC 13	-.71	-.36
SE 14	.39	-.25
ST 15	-.97	.22
CO 16	.51	-.20
PO 17	.08	-.64
BE 18	.38	.17
UN 19	.62	.31
TR 20	.70	-.47
HE 21	-.70	.20

**Table 3-8.** Coordinates of the PVQ-Items in Figure 3-8

**Figure 3-9. Germany** (N=2 706); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

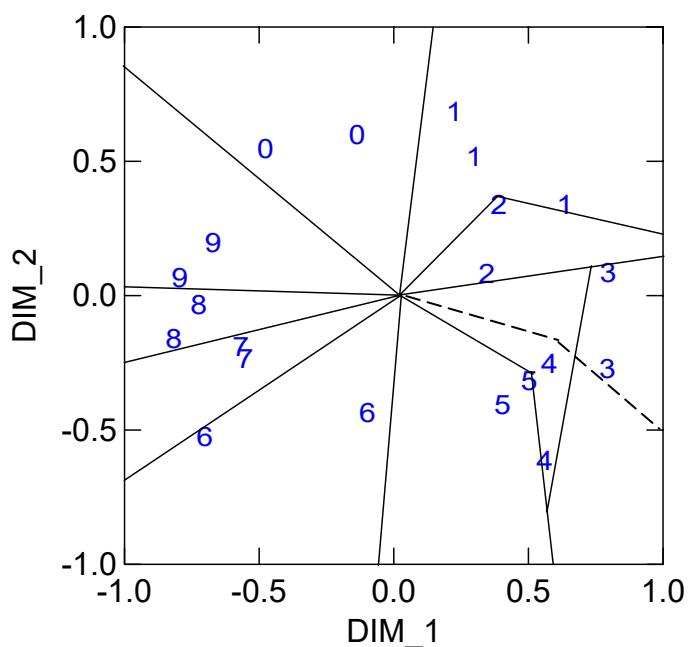
PVQ-Item	Dim 1	Dim 2
SD 1	-.49	.34
PO 2	-.68	-.56
UN 3	.39	.57
AC 4	-.58	-.39
SE 5	.60	-.35
ST 6	-.66	.12
CO 7	.73	-.47
UN 8	.21	.54
TR 9	.94	.08
HE 10	-.57	.19
SD 11	-.14	.58
BE 12	-.01	.36
AC 13	-.43	-.26
SE 14	.50	-.43
ST 15	-.89	-.09
CO 16	.72	-.35
PO 17	-.20	-.59
BE 18	.13	.43
UN 19	.39	.46
TR 20	.69	-.16
HE 21	-.66	-.01

**Table 3-9.** Coordinates of the PVQ-Items in Figure 3-9**Figure 3-10. Hungary** (N=1 327); Stress 1=.16

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.69	.32
PO 2	-.80	-.46
UN 3	.46	.64
AC 4	-.58	-.07
SE 5	.46	-.06
ST 6	-.69	.21
CO 7	.28	-.98
UN 8	.24	.52
TR 9	.94	.10
HE 10	-.41	-.17
SD 11	-.26	.42
BE 12	.06	.30
AC 13	-.55	-.07
SE 14	.63	-.19
ST 15	-1.06	-.10
CO 16	.67	-.07
PO 17	.05	-.55
BE 18	.40	.14
UN 19	.33	.21
TR 20	.81	-.33
HE 21	-.28	.18

**Table 3-10.** Coordinates of the PVQ-Items in Figure 3-10

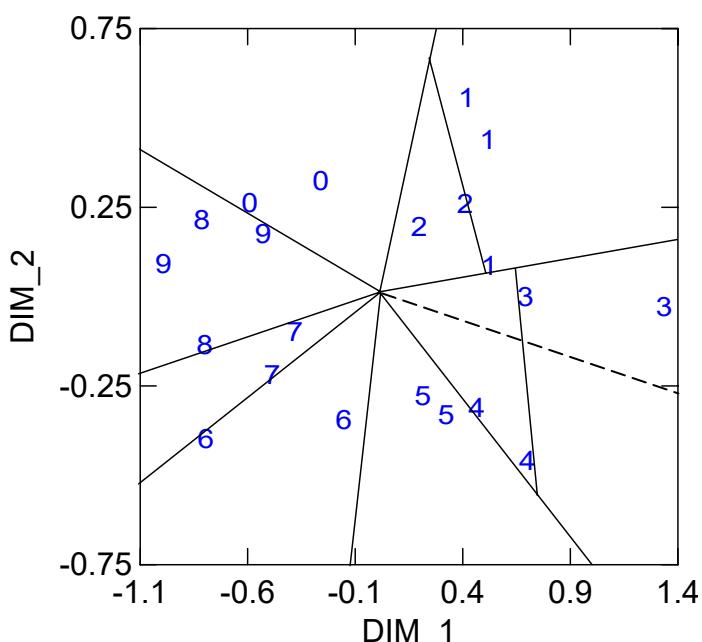


**Figure 3-11. Ireland** (N=1 453); Stress 1=.13

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE),  
6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.48	.55
PO 2	-.70	-.53
UN 3	.22	.68
AC 4	-.55	-.24
SE 5	.40	-.41
ST 6	-.67	.20
CO 7	.56	-.62
UN 8	.30	.52
TR 9	.80	.09
HE 10	-.82	-.16
SD 11	-.14	.60
BE 12	.39	.34
AC 13	-.57	-.19
SE 14	.50	-.32
ST 15	-.79	.07
CO 16	.58	-.26
PO 17	-.10	-.44
BE 18	.35	.08
UN 19	.64	.34
TR 20	.79	-.27
HE 21	-.72	-.03

**Table 3-11.** Coordinates of the PVQ-Items in Figure 3-11

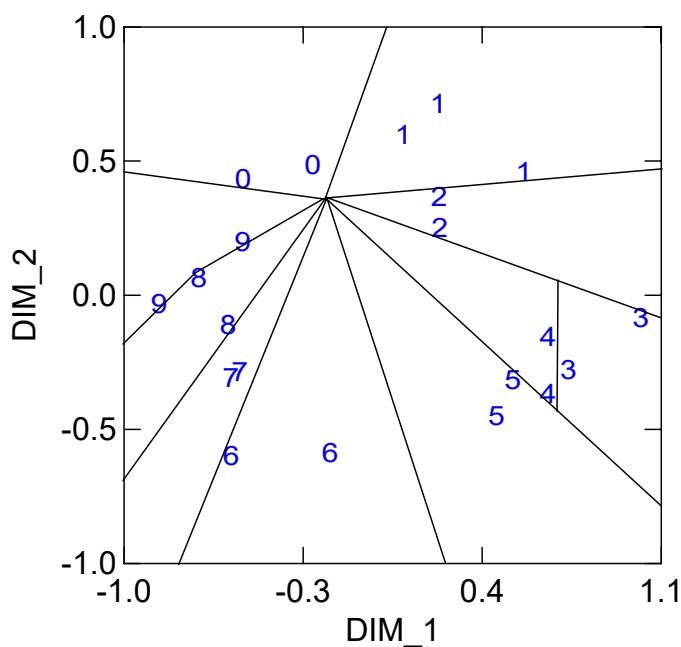


**Figure 3-12. Latvia** (N=1 789); Stress 1=.15

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE),  
6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

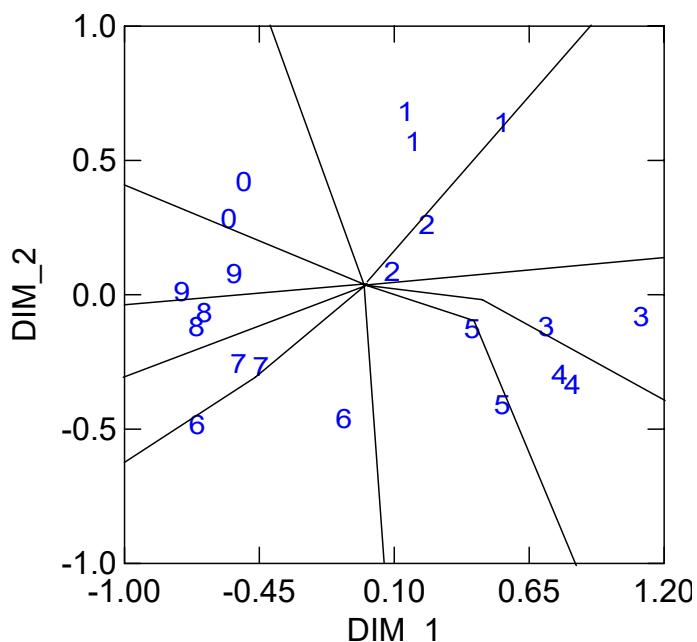
PVQ-Item	Dim 1	Dim 2
SD 1	-.59	.26
PO 2	-.79	-.40
UN 3	.52	.44
AC 4	-.49	-.22
SE 5	.21	-.28
ST 6	-.53	.18
CO 7	.70	-.46
UN 8	.42	.56
TR 9	1.34	-.03
HE 10	-.80	-.13
SD 11	-.26	.32
BE 12	.41	.26
AC 13	-.38	-.10
SE 14	.32	-.33
ST 15	-.99	.09
CO 16	.47	-.31
PO 17	-.15	-.35
BE 18	.20	.20
UN 19	.52	.09
TR 20	.69	.00
HE 21	-.81	.22

**Table 3-12.** Coordinates of the PVQ-Items in Figure 3-12

**Figure 3-13.** *Netherlands* (N=1 772); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

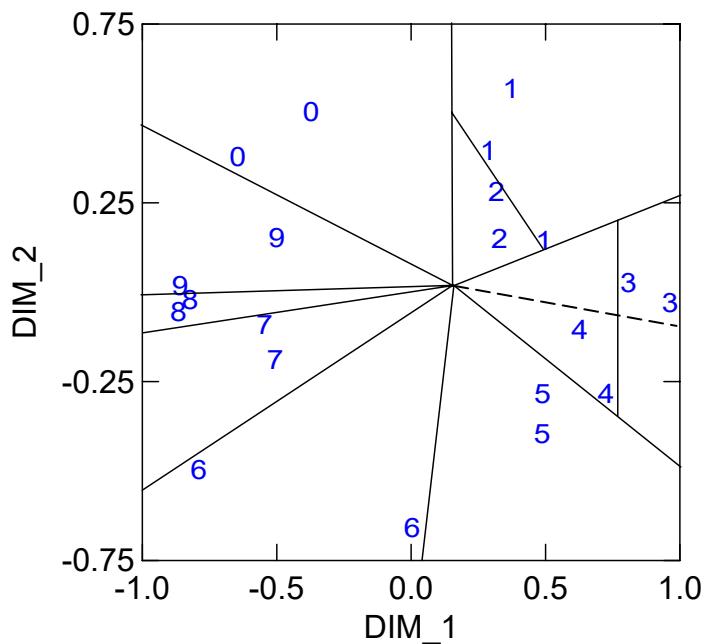
PVQ-Item	Dim 1	Dim 2
SD 1	-.53	.43
PO 2	-.58	-.60
UN 3	.23	.71
AC 4	-.58	-.31
SE 5	.46	-.45
ST 6	-.53	.20
CO 7	.66	-.37
UN 8	.09	.60
TR 9	1.02	-.08
HE 10	-.59	-.11
SD 11	-.26	.48
BE 12	.23	.37
AC 13	-.55	-.28
SE 14	.52	-.32
ST 15	-.86	-.03
CO 16	.66	-.15
PO 17	-.19	-.59
BE 18	.23	.25
UN 19	.56	.46
TR 20	.74	-.28
HE 21	-.71	.06

**Table 3-13.** Coordinates of the PVQ-Items in Figure 3-13**Figure 3-14.** *Norway* (N=1 447); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

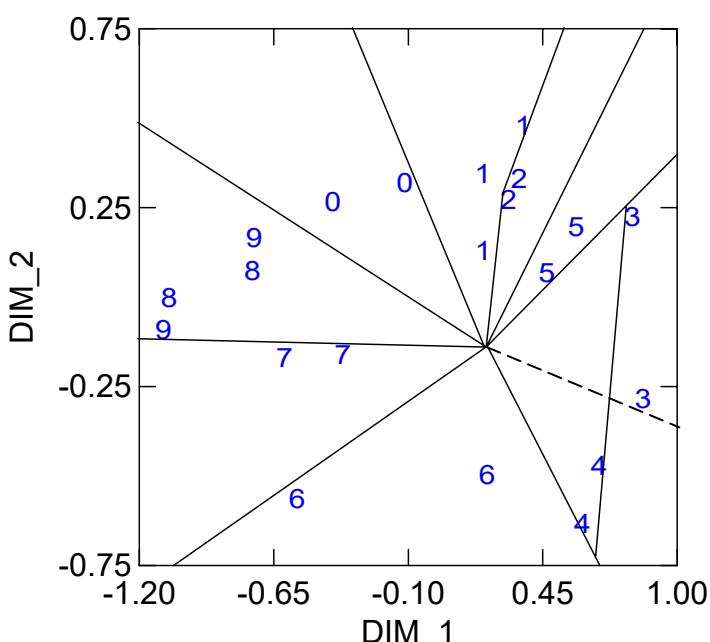
PVQ-Item	Dim 1	Dim 2
SD 1	-.51	.42
PO 2	-.70	-.48
UN 3	.15	.68
AC 4	-.54	-.26
SE 5	.54	-.41
ST 6	-.55	.08
CO 7	.78	-.30
UN 8	.18	.57
TR 9	1.11	-.08
HE 10	-.71	-.12
SD 11	-.57	.28
BE 12	.23	.26
AC 13	-.44	-.27
SE 14	.42	-.13
ST 15	-.77	.01
CO 16	.83	-.34
PO 17	-.11	-.46
BE 18	.09	.09
UN 19	.54	.64
TR 20	.72	-.12
HE 21	-.67	-.07

**Table 3-14.** Coordinates of the PVQ-Items in Figure 3-14

**Figure 3-15.** Poland (N=1 478); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

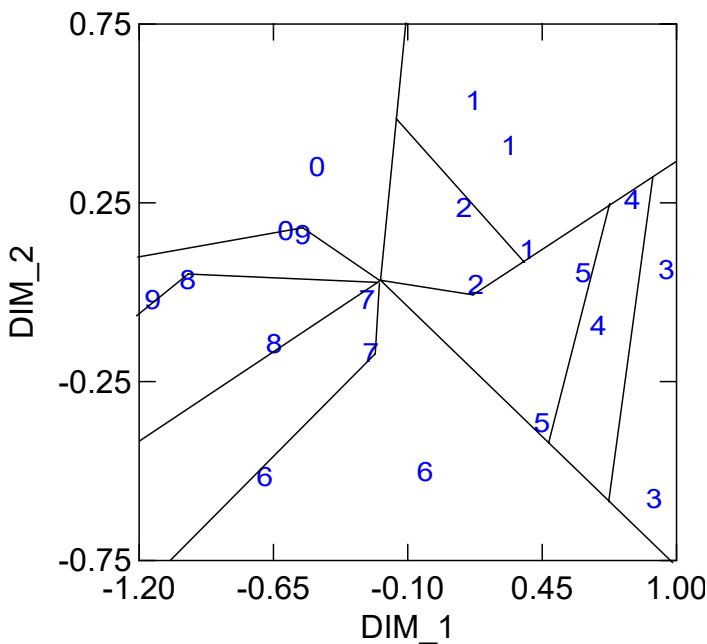
PVQ-Item	Dim 1	Dim 2
SD 1	-.64	.38
PO 2	-.79	-.50
UN 3	.37	.57
AC 4	-.51	-.19
SE 5	.49	-.40
ST 6	-.50	.15
CO 7	.73	-.29
UN 8	.29	.40
TR 9	.96	-.03
HE 10	-.82	-.02
SD 11	-.37	.50
BE 12	.32	.28
AC 13	-.55	-.09
SE 14	.49	-.29
ST 15	-.86	.02
CO 16	.63	-.11
PO 17	.00	-.66
BE 18	.33	.15
UN 19	.49	.14
TR 20	.81	-.03
HE 21	-.86	-.06

**Table 3-15.** Coordinates of the PVQ-Items in Figure 3-15**Figure 3-16.** Portugal (N=1 937); Stress 1=.09

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

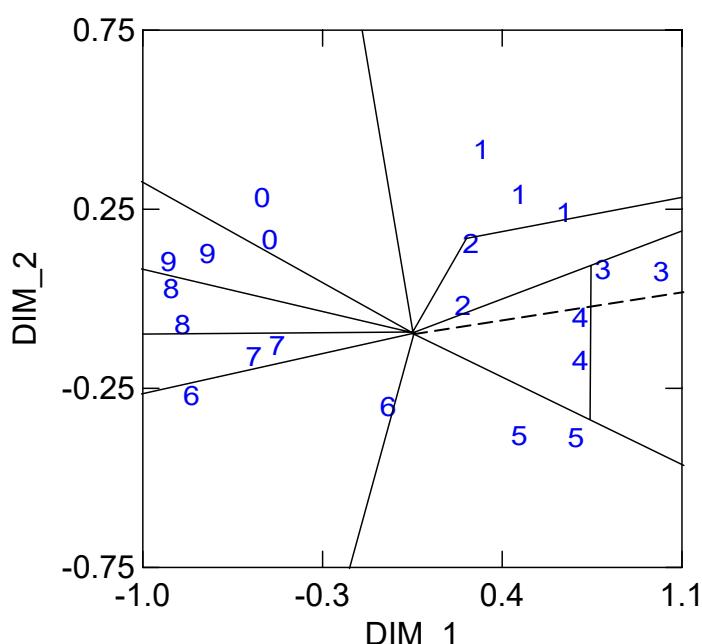
PVQ-Item	Dim 1	Dim 2
SD 1	-.41	.27
PO 2	-.55	-.56
UN 3	.37	.48
AC 4	-.37	-.16
SE 5	.59	.20
ST 6	-.73	.17
CO 7	.61	-.63
UN 8	.20	.34
TR 9	.82	.22
HE 10	-.74	.07
SD 11	-.11	.32
BE 12	.35	.33
AC 13	-.61	-.17
SE 14	.47	.07
ST 15	-1.10	-.09
CO 16	.68	-.47
PO 17	.22	-.50
BE 18	.31	.27
UN 19	.21	.13
TR 20	.86	-.28
HE 21	-1.08	.00

**Table 3-16.** Coordinates of the PVQ-Items in Figure 3-16

**Figure 3-17.** Romania (N=1 900); Stress 1=.14

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

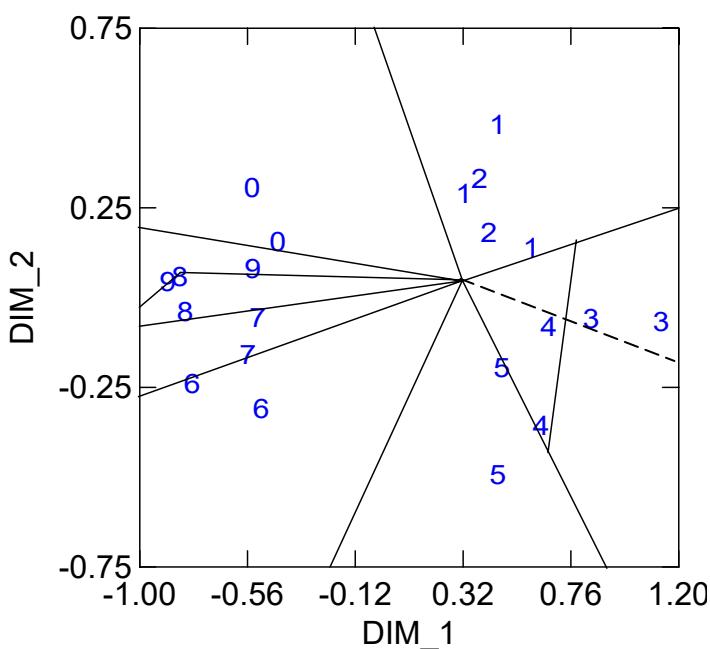
PVQ-Item	Dim 1	Dim 2
SD 1	-.60	.17
PO 2	-.68	-.52
UN 3	.32	.41
AC 4	-.25	-.17
SE 5	.45	-.37
ST 6	-.53	.16
CO 7	.82	.26
UN 8	.17	.54
TR 9	.91	-.58
HE 10	-.65	-.14
SD 11	-.47	.35
BE 12	.13	.24
AC 13	-.27	-.02
SE 14	.62	.05
ST 15	-1.14	-.02
CO 16	.68	-.09
PO 17	-.03	-.50
BE 18	.18	.02
UN 19	.39	.12
TR 20	.96	.06
HE 21	-1.00	.03

**Table 3-17.** Coordinates of the PVQ-Items in Figure 3-17**Figure 3-18.** Russia (N=1 903); Stress 1=.11

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

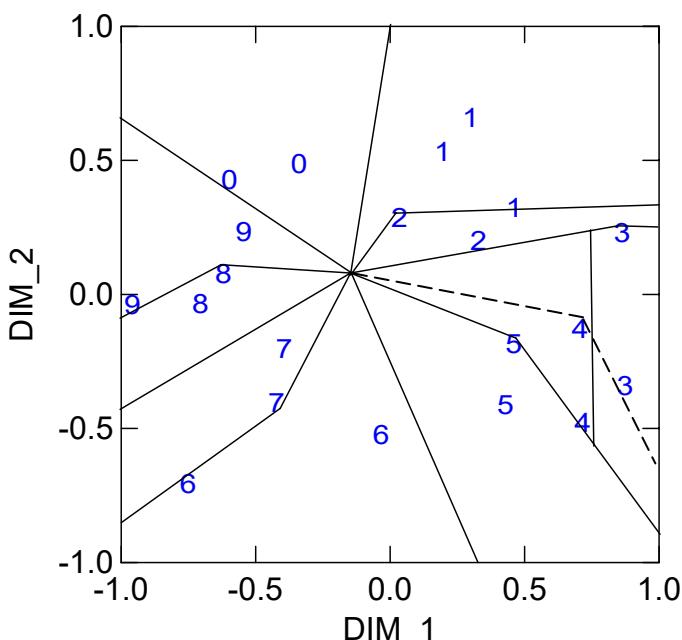
PVQ-Item	Dim 1	Dim 2
SD 1	-.54	.28
PO 2	-.81	-.27
UN 3	.47	.29
AC 4	-.48	-.13
SE 5	.47	-.38
ST 6	-.75	.12
CO 7	.71	-.17
UN 8	.32	.42
TR 9	1.02	.08
HE 10	-.85	-.07
SD 11	-.51	.16
BE 12	.28	.15
AC 13	-.57	-.16
SE 14	.69	-.39
ST 15	-.90	.10
CO 16	.70	-.05
PO 17	-.04	-.30
BE 18	.25	-.02
UN 19	.64	.24
TR 20	.79	.08
HE 21	-.89	.03

**Table 3-18.** Coordinates of the PVQ-Items in Figure 3-18

**Figure 3-19.** Slovakia (N=1 567); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

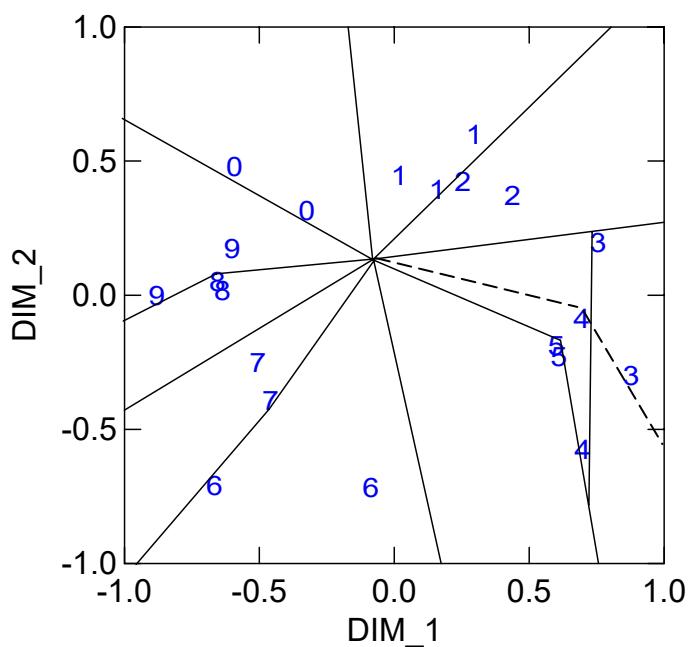
PVQ-Item	Dim 1	Dim 2
SD 1	-.44	.16
PO 2	-.79	-.24
UN 3	.46	.48
AC 4	-.56	-.16
SE 5	.46	-.49
ST 6	-.54	.08
CO 7	.64	-.36
UN 8	.32	.29
TR 9	1.13	-.07
HE 10	-.81	-.04
SD 11	-.54	.31
BE 12	.39	.33
AC 13	-.52	-.06
SE 14	.48	-.20
ST 15	-.88	.04
CO 16	.67	-.08
PO 17	-.50	-.31
BE 18	.43	.18
UN 19	.60	.14
TR 20	.84	-.06
HE 21	-.84	.06

**Table 3-19.** Coordinates of the PVQ-Items in Figure 3-19**Figure 3-20.** Slovenia (N=1 328); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

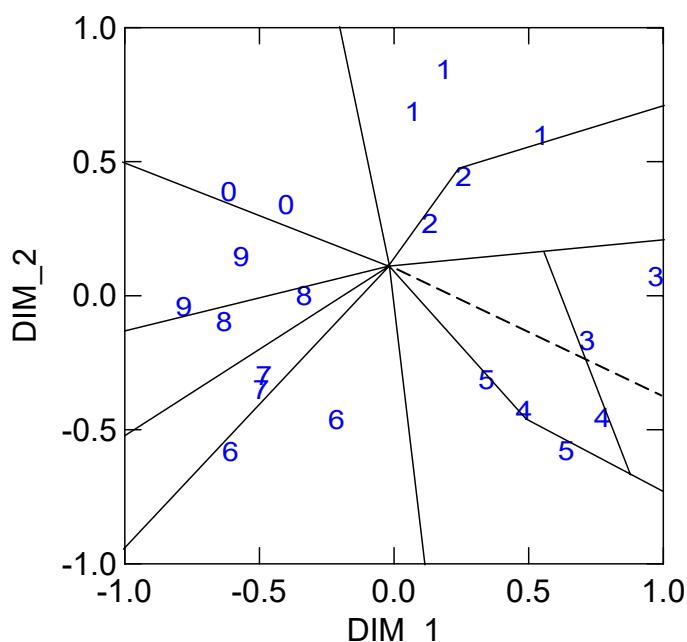
PVQ-Item	Dim 1	Dim 2
SD 1	-.60	.43
PO 2	-.75	-.71
UN 3	.19	.53
AC 4	-.42	-.40
SE 5	.43	-.41
ST 6	-.54	.23
CO 7	.72	-.48
UN 8	.30	.66
TR 9	.86	.23
HE 10	-.71	-.03
SD 11	-.34	.49
BE 12	.33	.20
AC 13	-.39	-.20
SE 14	.46	-.18
ST 15	-.96	-.04
CO 16	.71	-.13
PO 17	-.03	-.53
BE 18	.04	.29
UN 19	.46	.32
TR 20	.87	-.34
HE 21	-.62	.08

**Table 3-20.** Coordinates of the PVQ-Items in Figure 3-20

**Figure 3-21. Spain** (N=1 735); Stress 1=.08

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

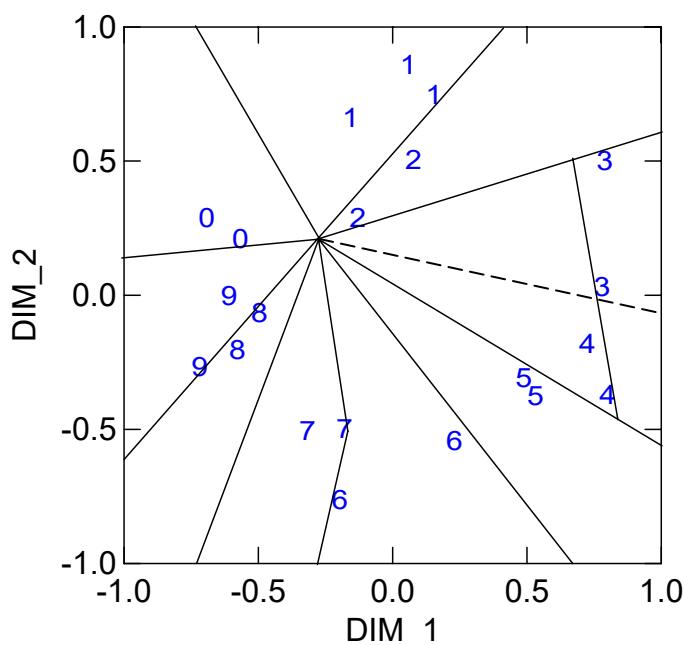
PVQ-Item	Dim 1	Dim 2
SD 1	-.59	.48
PO 2	-.67	-.71
UN 3	.30	.60
AC 4	-.46	-.39
SE 5	.60	-.19
ST 6	-.60	.17
CO 7	.70	-.58
UN 8	.02	.45
TR 9	.76	.20
HE 10	-.64	.02
SD 11	-.32	.31
BE 12	.44	.37
AC 13	-.51	-.25
SE 14	.61	-.23
ST 15	-.88	.00
CO 16	.70	-.09
PO 17	-.09	-.72
BE 18	.25	.42
UN 19	.16	.39
TR 20	.88	-.30
HE 21	-.65	.05

**Table 3-21.** Coordinates of the PVQ-Items in Figure 3-21**Figure 3-22. Sweden** (N=1 534); Stress 1=.13

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

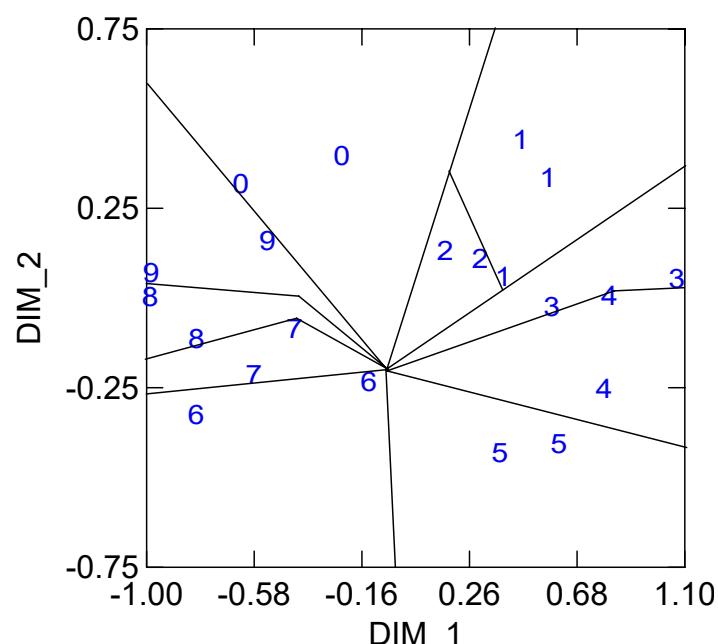
PVQ-Item	Dim 1	Dim 2
SD 1	-.61	.39
PO 2	-.61	-.58
UN 3	.18	.84
AC 4	-.49	-.35
SE 5	.64	-.58
ST 6	-.57	.15
CO 7	.77	-.45
UN 8	.07	.69
TR 9	.97	.07
HE 10	-.63	-.10
SD 11	-.40	.34
BE 12	.26	.44
AC 13	-.48	-.30
SE 14	.34	-.31
ST 15	-.78	-.04
CO 16	.48	-.43
PO 17	-.21	-.46
BE 18	.13	.27
UN 19	.55	.60
TR 20	.72	-.17
HE 21	-.33	.00

**Table 3-22.** Coordinates of the PVQ-Items in Figure 3-22

**Figure 3-23.** Switzerland (N=1 630); Stress 1=.13

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE),  
6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

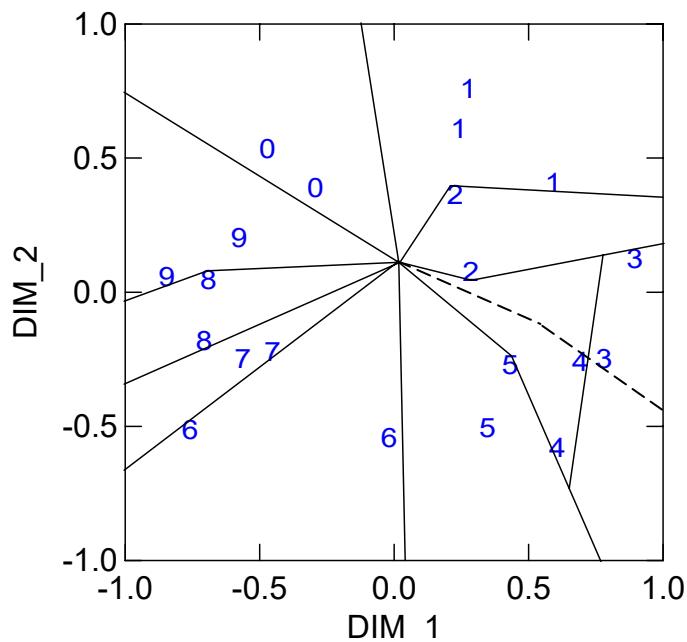
PVQ-Item	Dim 1	Dim 2
SD 1	-.69	.29
PO 2	-.20	-.76
UN 3	.06	.86
AC 4	-.18	-.50
SE 5	.53	-.38
ST 6	-.61	.00
CO 7	.80	-.37
UN 8	-.16	.66
TR 9	.79	.50
HE 10	-.50	-.06
SD 11	-.57	.21
BE 12	.08	.50
AC 13	-.32	-.51
SE 14	.49	-.31
ST 15	-.72	-.27
CO 16	.73	-.18
PO 17	.23	-.54
BE 18	-.13	.29
UN 19	.15	.75
TR 20	.78	.03
HE 21	-.58	-.20

**Table 3-23.** Coordinates of the PVQ-Items in Figure 3-23**Figure 3-24.** Ukraine (N=1 451); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE),  
6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

PVQ-Item	Dim 1	Dim 2
SD 1	-.63	.32
PO 2	-.81	-.33
UN 3	.57	.34
AC 4	-.58	-.21
SE 5	.38	-.43
ST 6	-.53	.16
CO 7	.79	-.25
UN 8	.46	.44
TR 9	1.07	.05
HE 10	-.81	-.11
SD 11	-.24	.40
BE 12	.30	.11
AC 13	-.42	-.08
SE 14	.61	-.41
ST 15	-.98	.07
CO 16	.81	.01
PO 17	-.13	-.23
BE 18	.17	.13
UN 19	.39	.06
TR 20	.58	-.03
HE 21	-.99	.00

**Table 3-24.** Coordinates of the PVQ-Items in Figure 3-24

**Figure 3-25.** United Kingdom (N=2 188); Stress 1=.12

**Notes:** 1=Universalism(UN), 2=Benevolence(BE), 3=Tradition(TR), 4=Conformity(CO), 5=Security(SE), 6=Power(PO), 7=Achievement(AC), 8=Hedonism(HE), 9=Stimulation(ST), 0=Self-direction(SD)

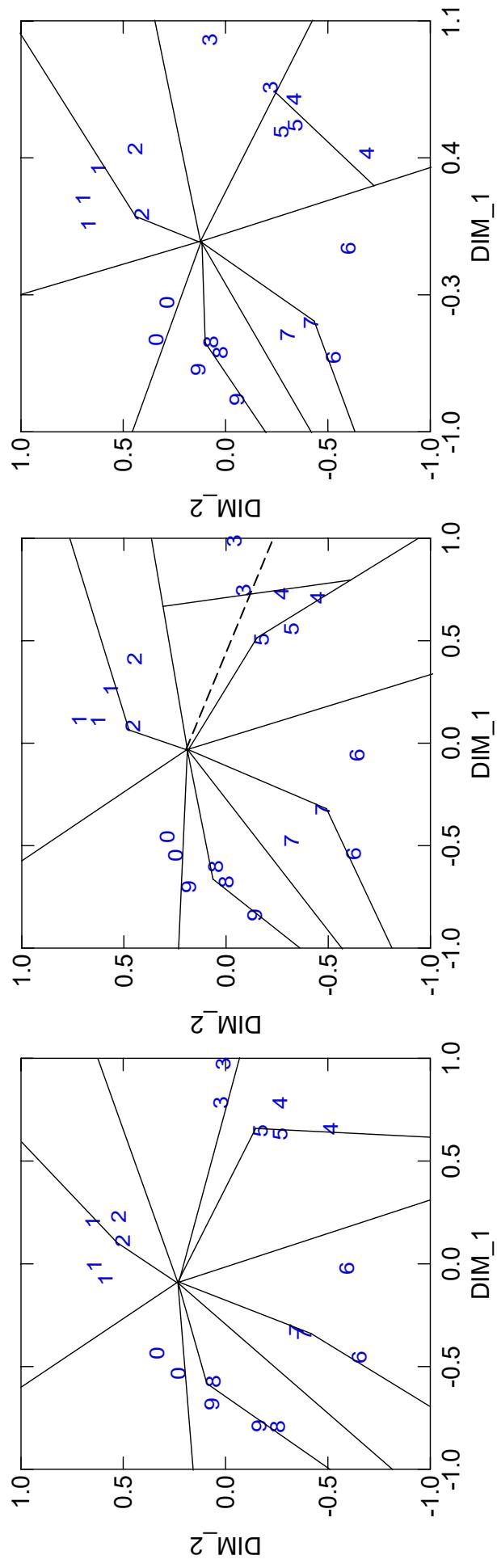
PVQ-Item	Dim 1	Dim 2
SD 1	-.47	.53
PO 2	-.76	-.51
UN 3	.28	.76
AC 4	-.45	-.22
SE 5	.35	-.51
ST 6	-.58	.20
CO 7	.61	-.58
UN 8	.24	.61
TR 9	.89	.13
HE 10	-.71	-.18
SD 11	-.29	.39
BE 12	.23	.36
AC 13	-.56	-.25
SE 14	.43	-.27
ST 15	-.85	.06
CO 16	.69	-.26
PO 17	-.02	-.54
BE 18	.29	.08
UN 19	.59	.41
TR 20	.78	-.25
HE 21	-.69	.05

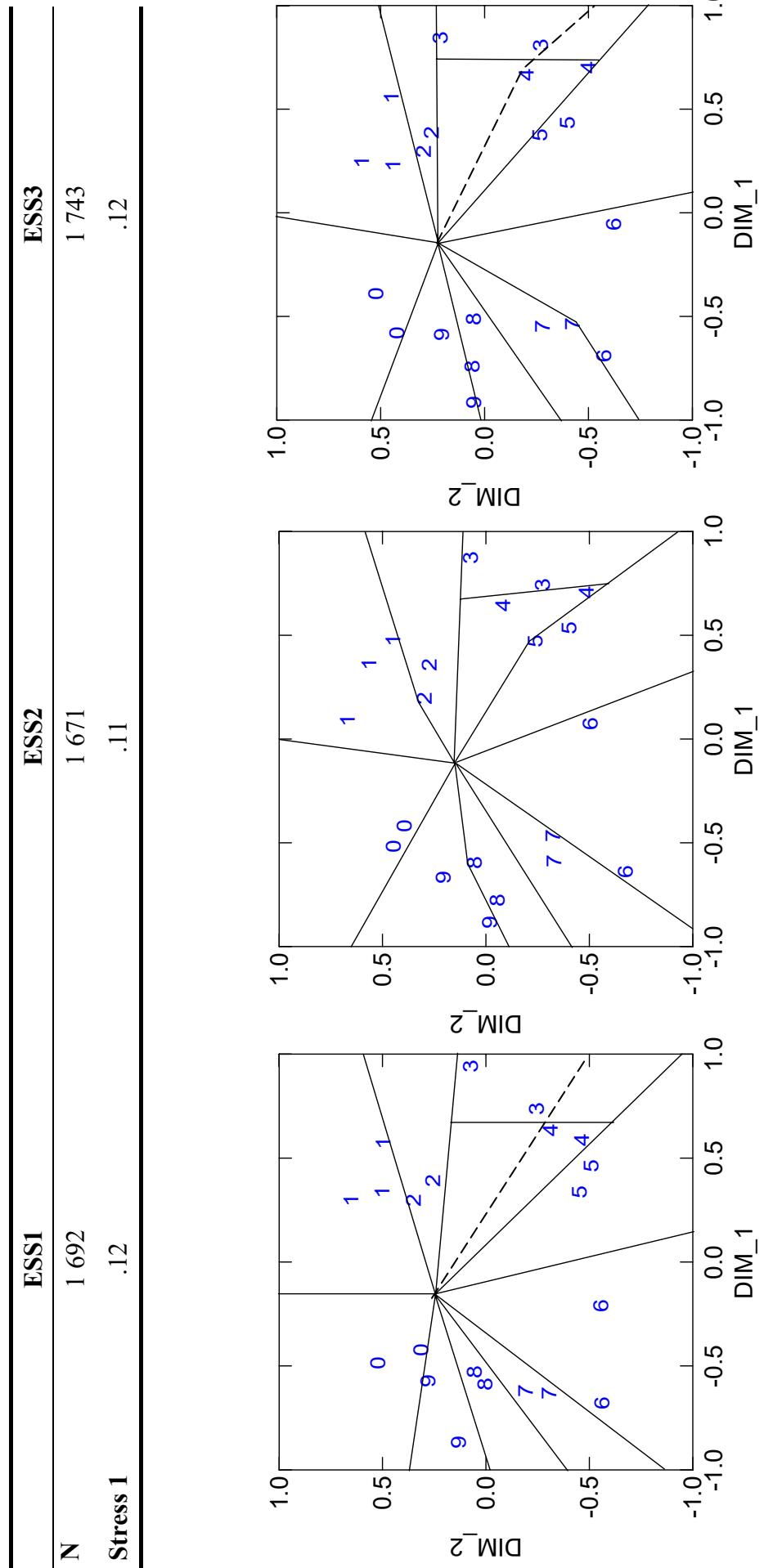
**Table 3-25.** Coordinates of the PVQ-Items in Figure 3-25



**Austria**

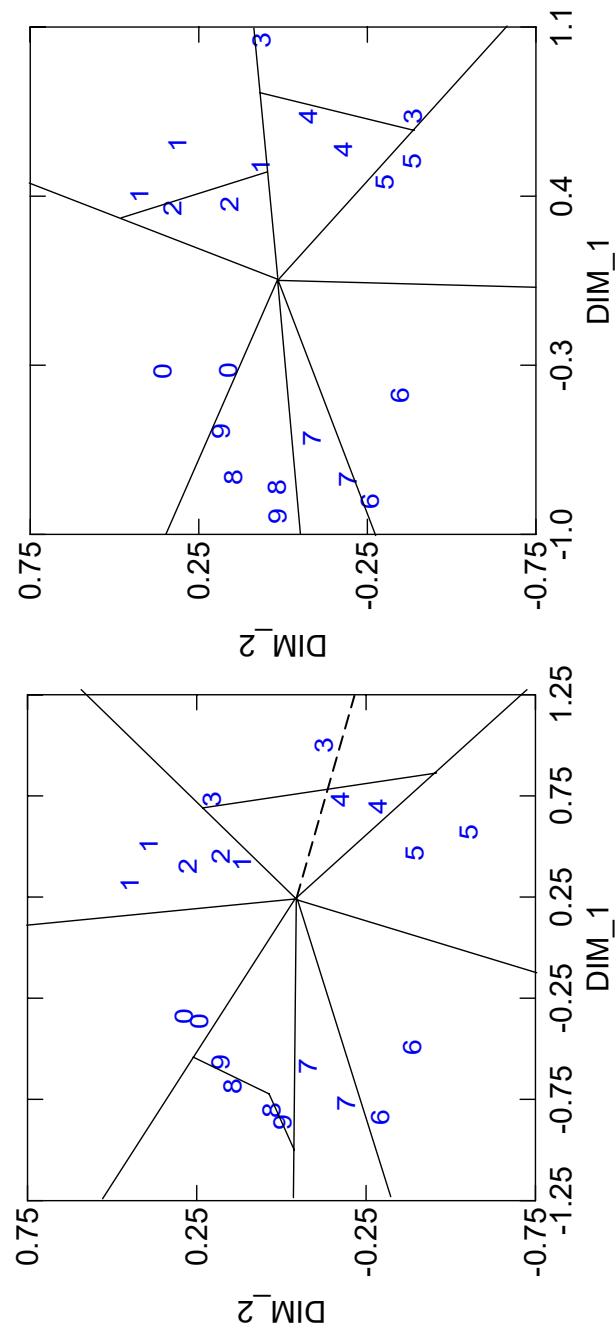
	<b>ESS1</b>	<b>ESS2</b>	<b>ESS3</b>
N	2 189	1 991	2 110
Stress 1	.08	.09	.10

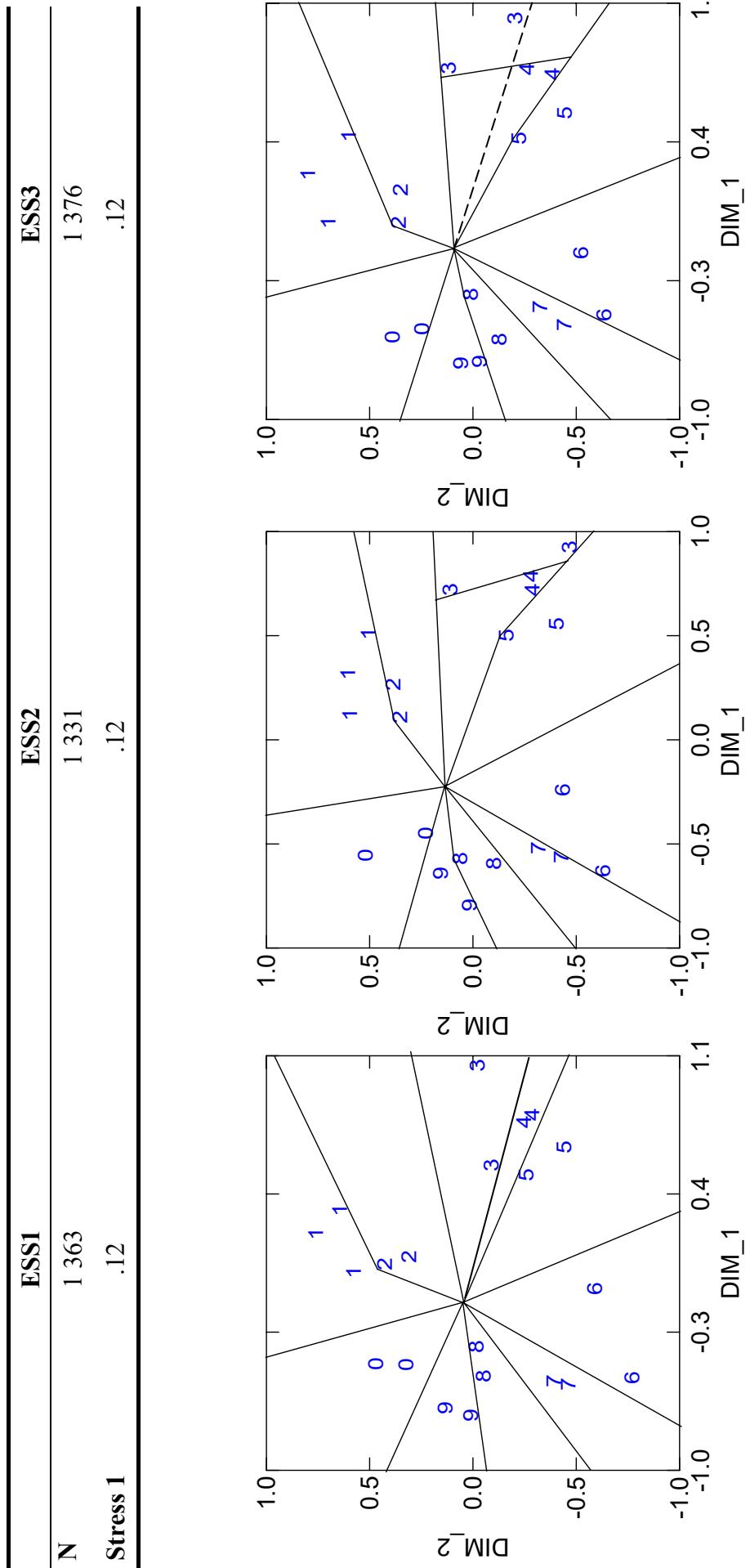


**Belgium**

## Czech Republic

	ESS1	ESS2	ESS3
N	1 064	2 118	-
Stress 1	.11	.10	-

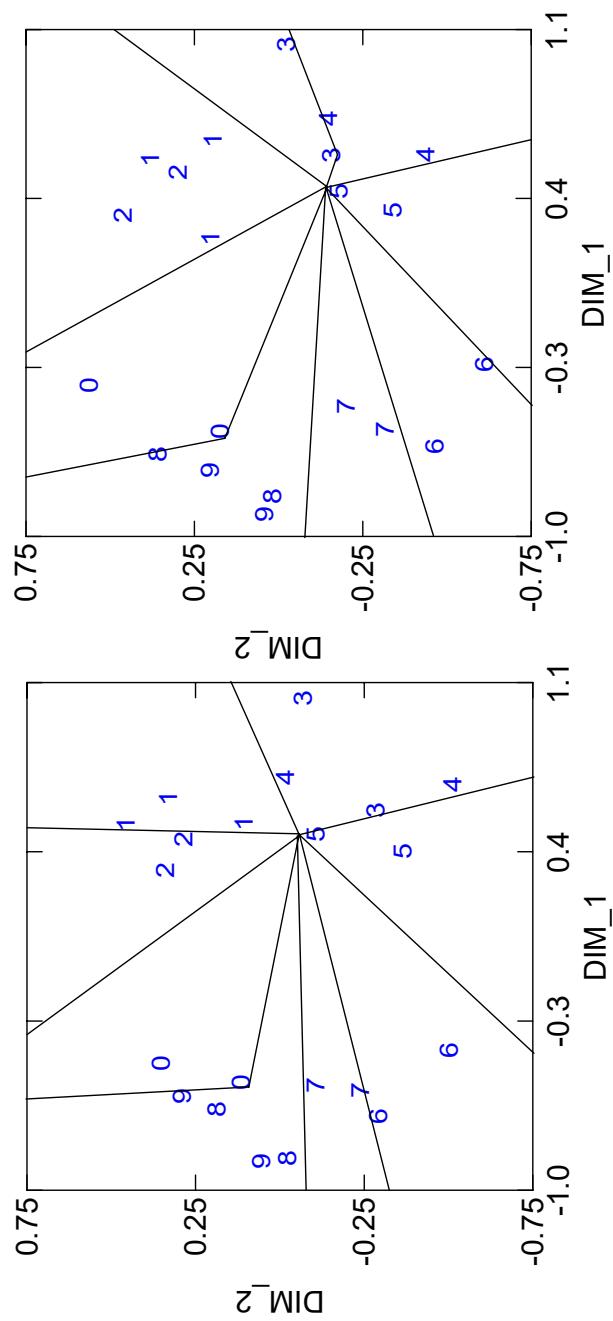


**Denmark**

### Comparison of MDS-Structures (ESS1-ESS3)

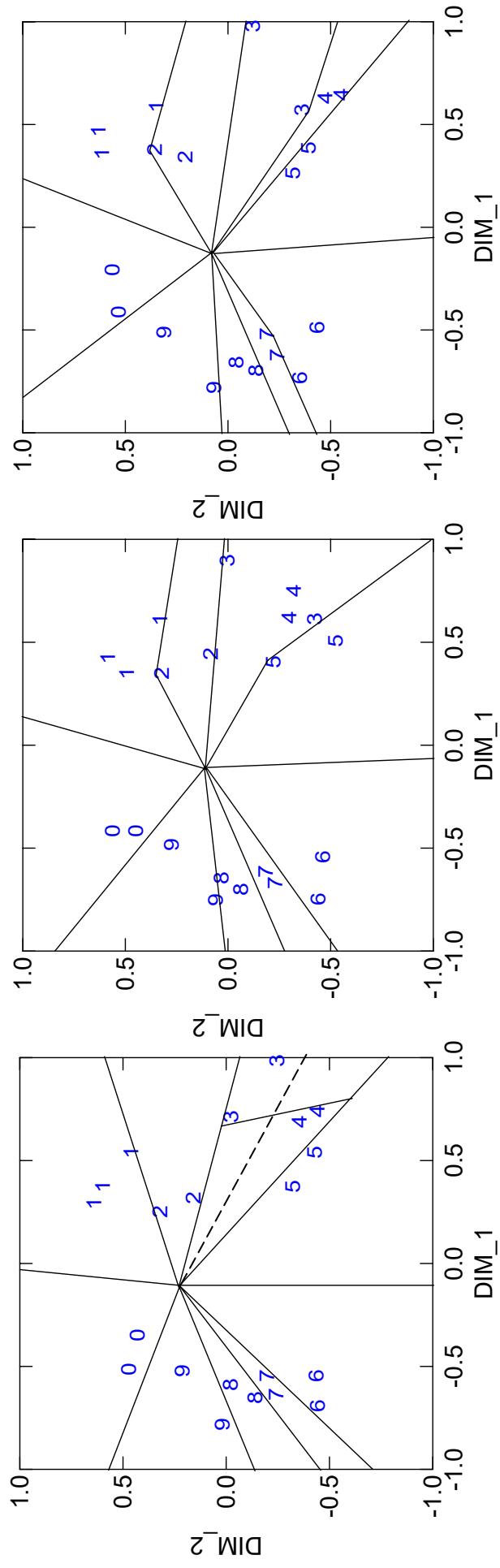
#### Estonia

	ESS1	ESS2	ESS3
N	-	1 768	1 265
Stress 1	-	.12	.12



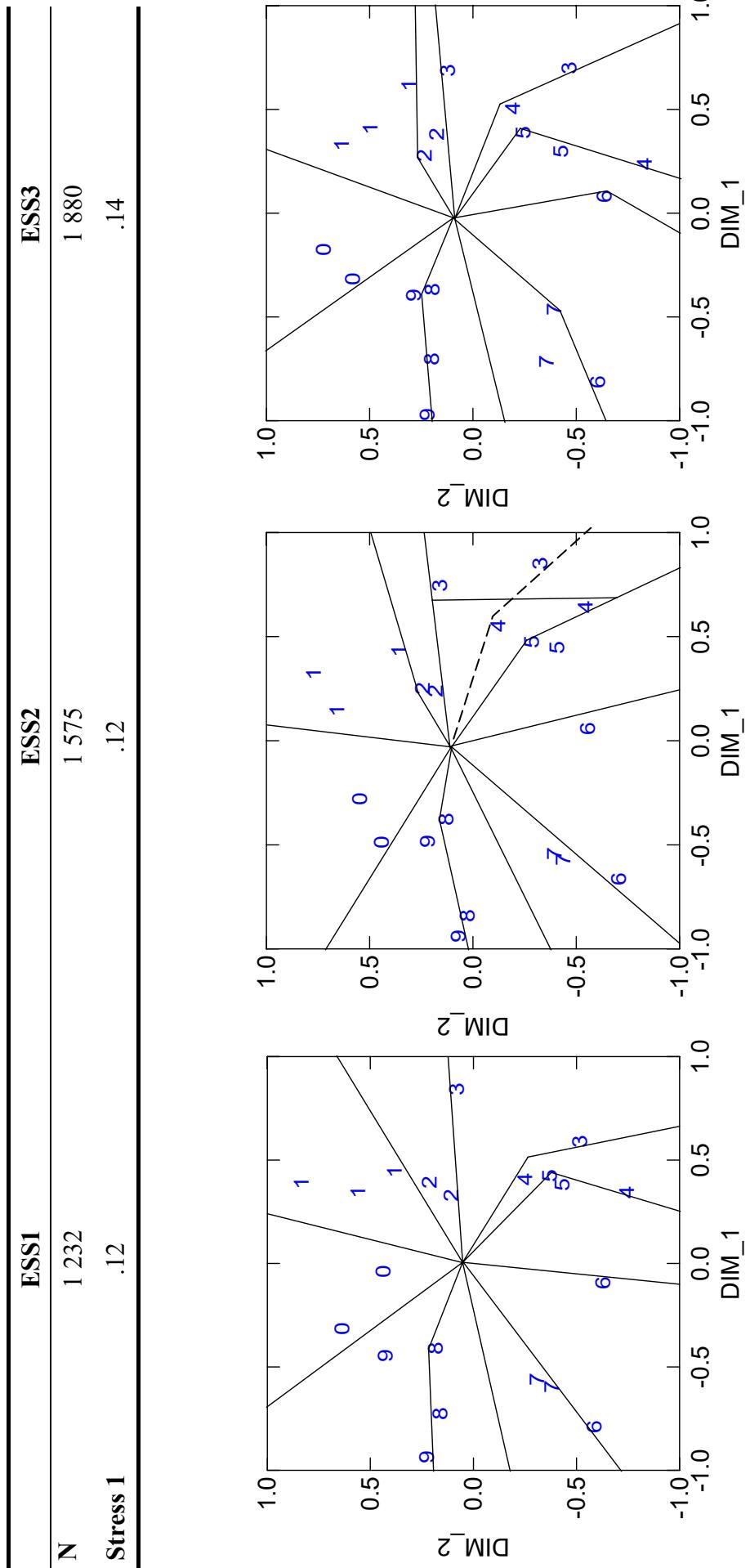
**Finland**

	ESS1	ESS2	ESS3
N	1 705	1 556	1 077
Stress 1	.11	.11	.13

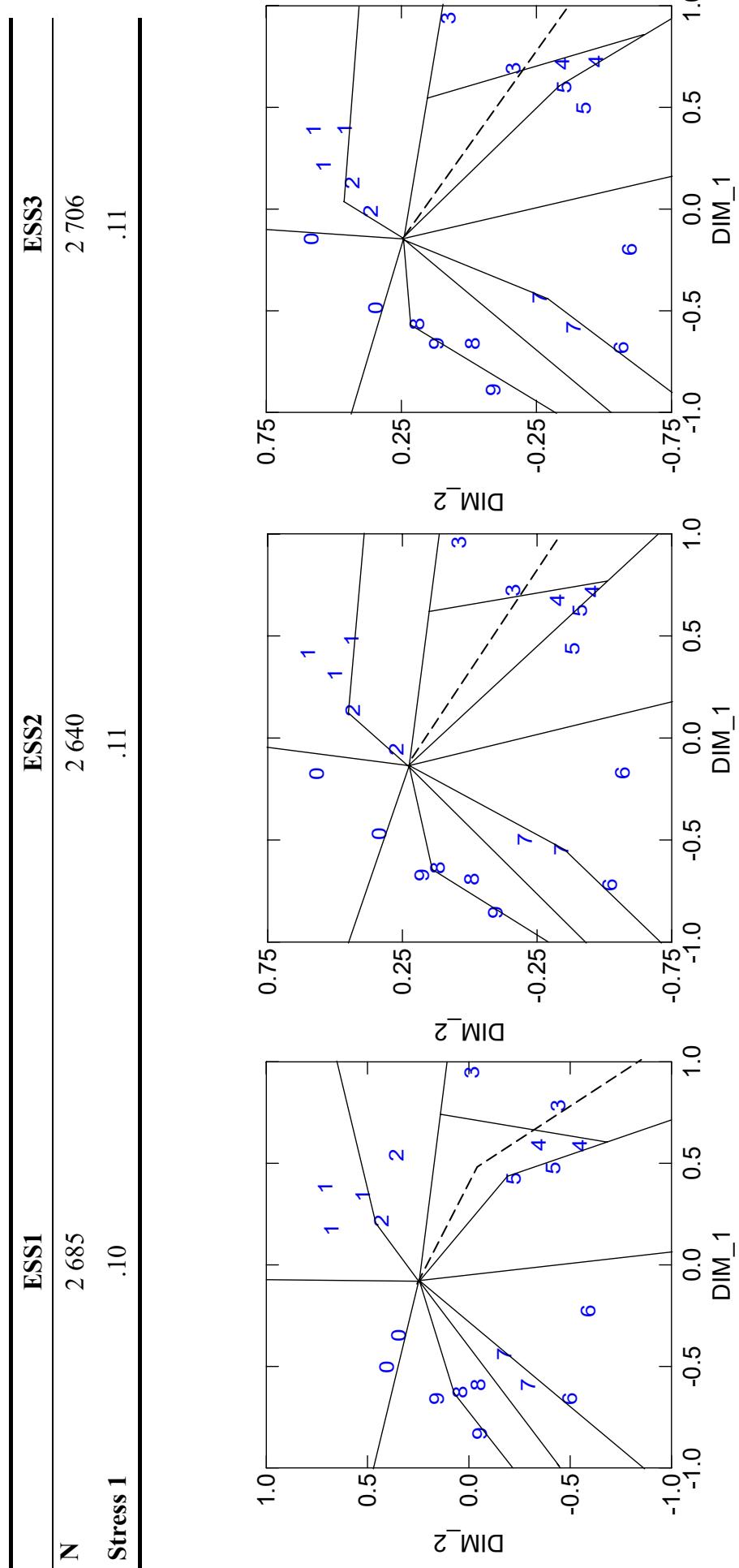


Comparison of MDS-Structures (ESS1-ESS3)

France

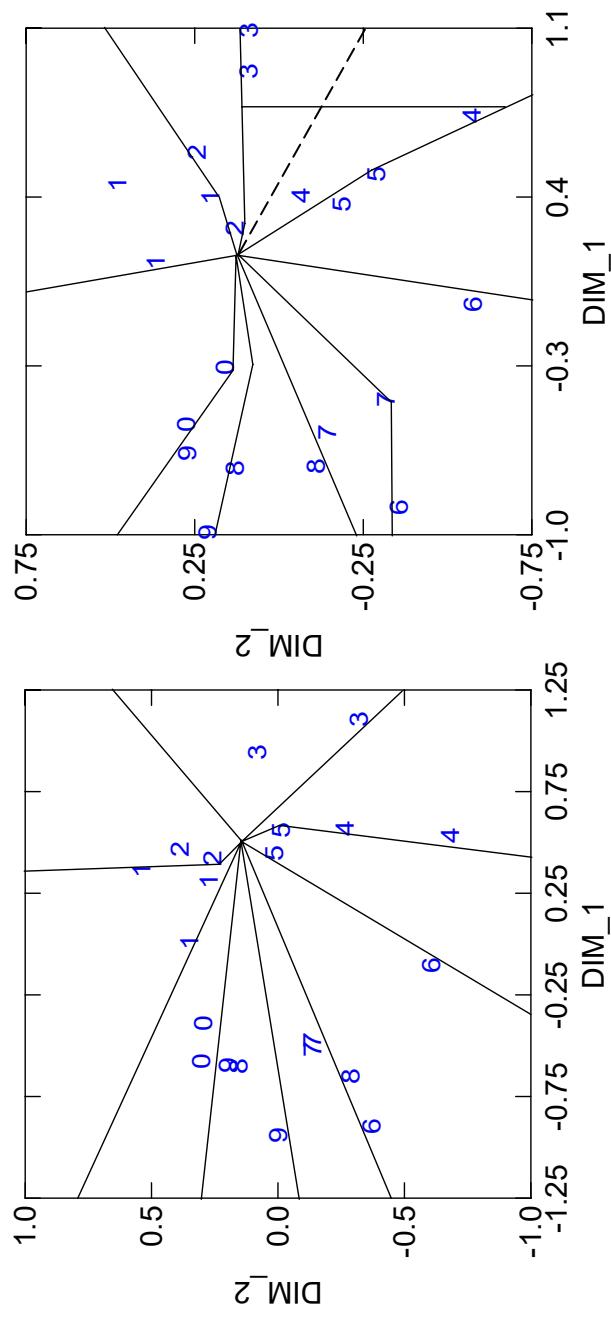


## Germany



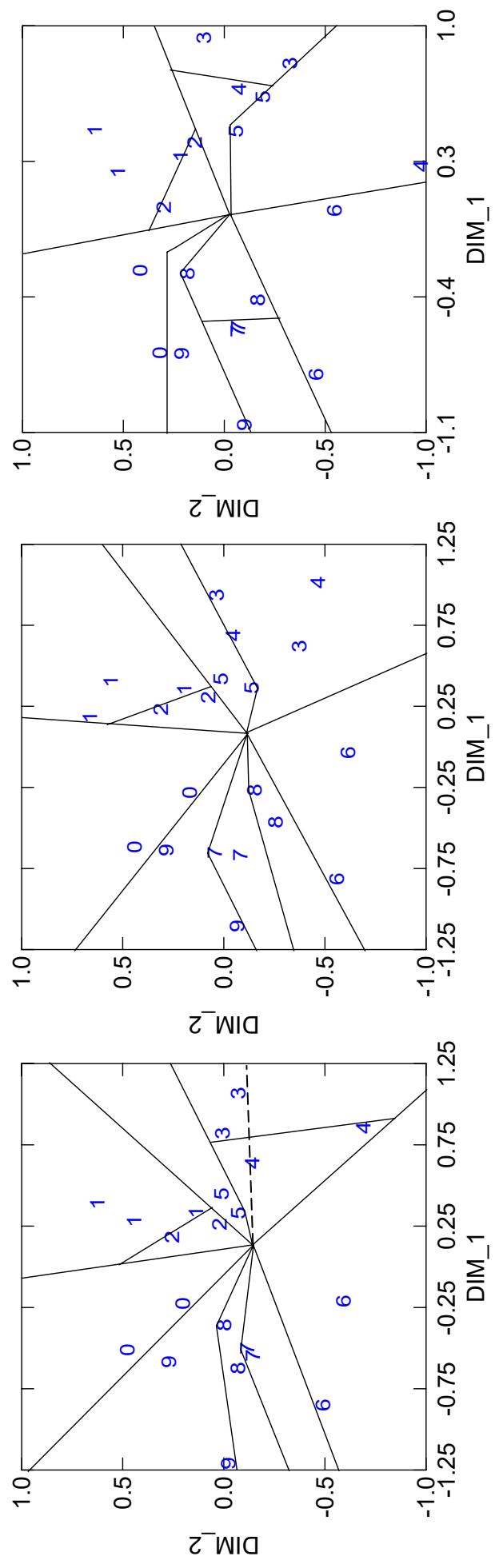
## Greece

	ESS1	ESS2	ESS3
N	2 413	2 239	-
Stress 1	.11	.12	-



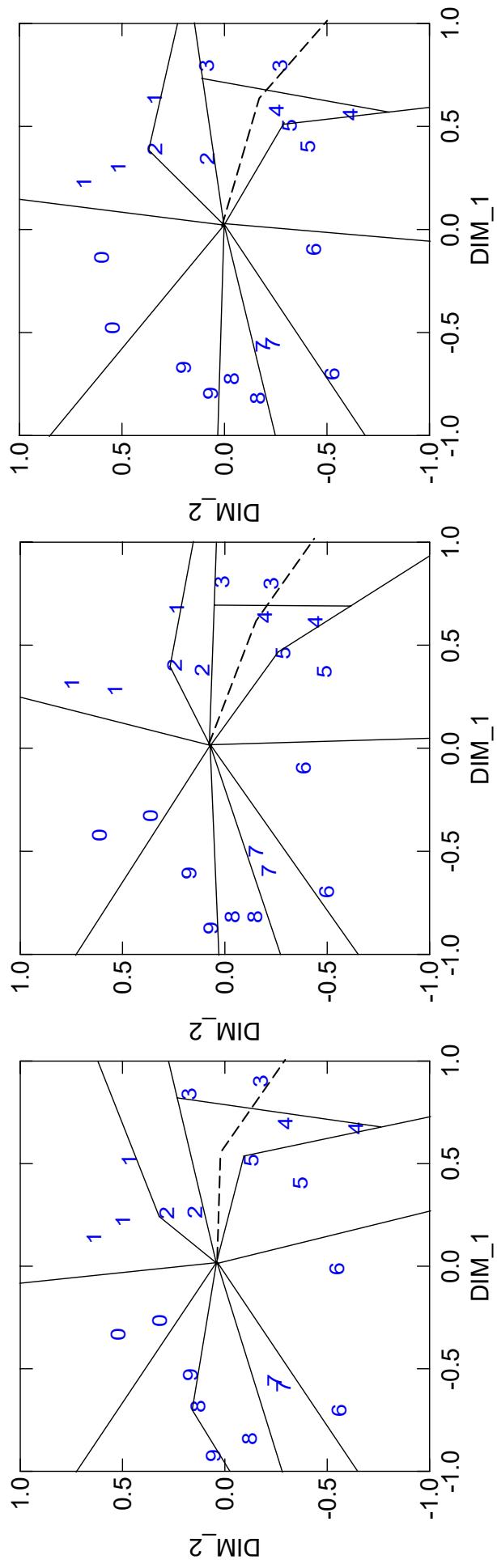
## Hungary

	ESS1	ESS2	ESS3
N	1 467	1 332	1 327
Stress 1	.14	.14	.16



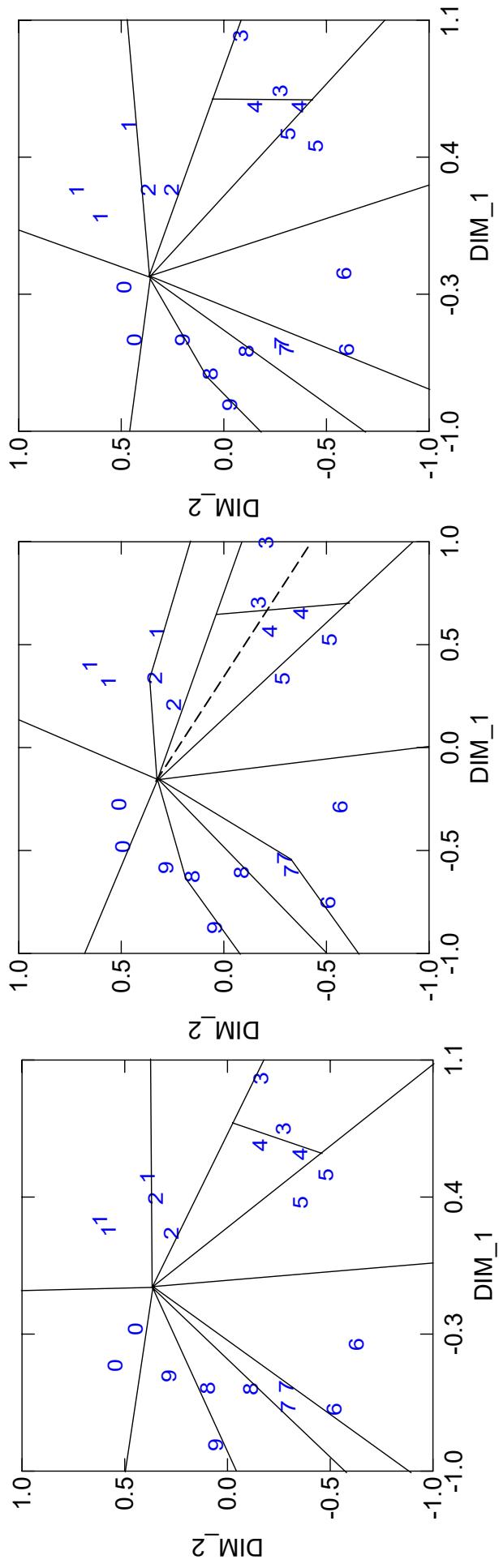
## Ireland

	ESS1	ESS2	ESS3
N	1 679	1 050	1 453
Stress 1	.12	.13	.13



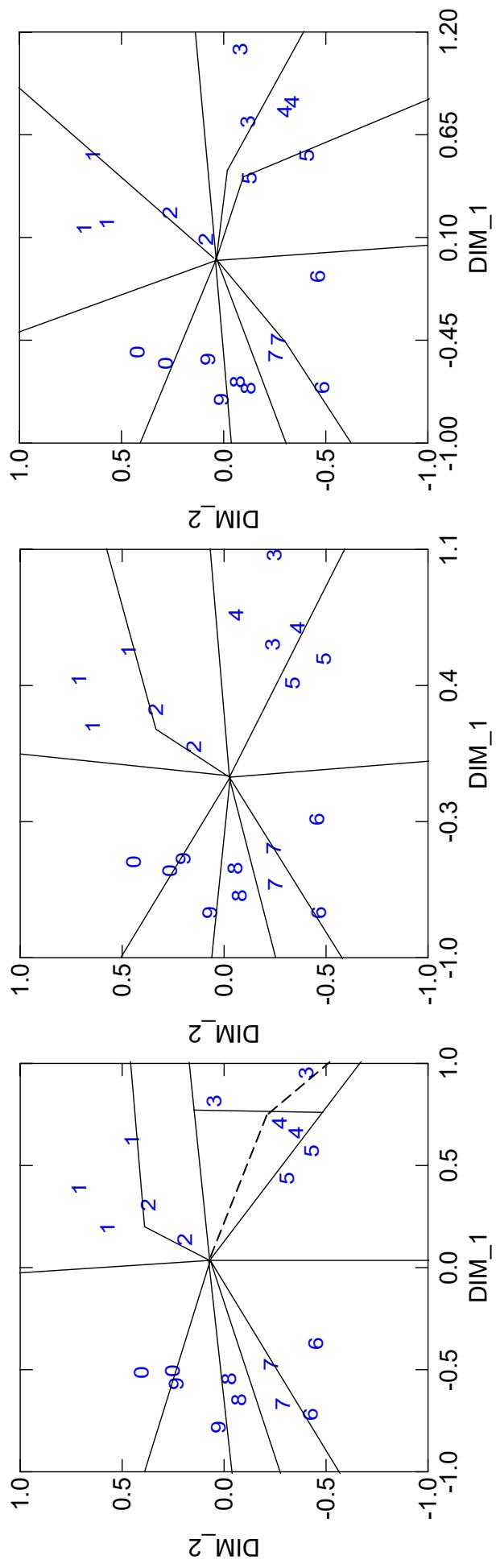
**Netherlands**

	ESS1	ESS2	ESS3
N	2 210	1 759	1 772
Stress 1	.13	.13	.12



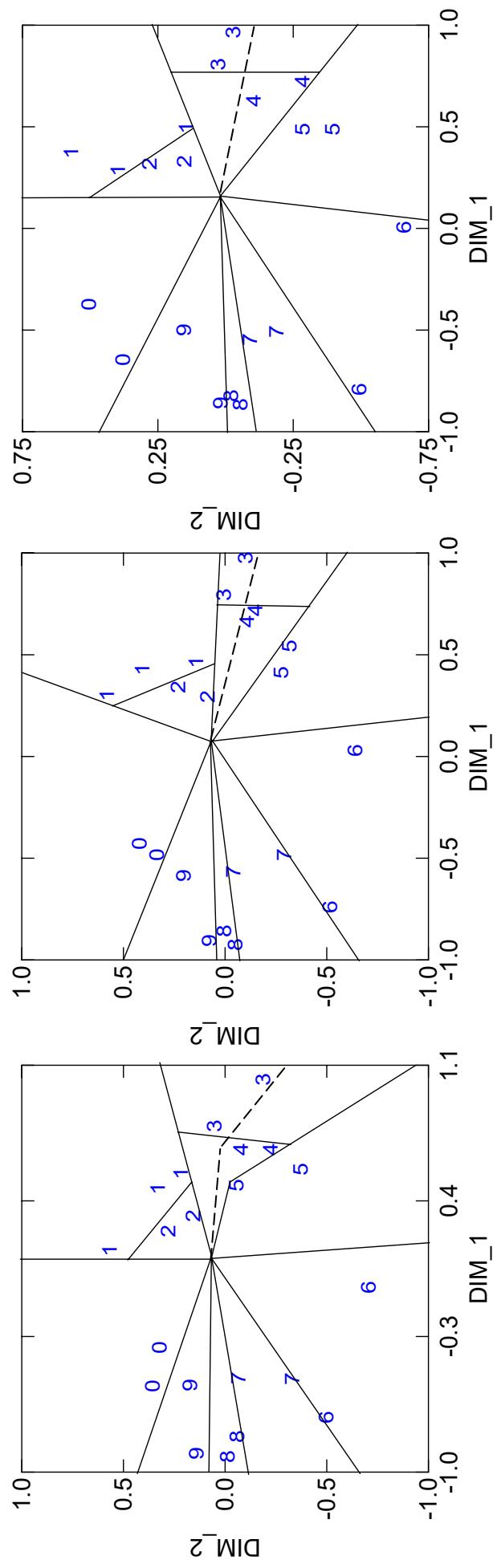
**Norway**

	<b>ESS1</b>	<b>ESS2</b>	<b>ESS3</b>
<b>N</b>	1 753	1 488	1 447
<b>Stress 1</b>	.11	.13	.11



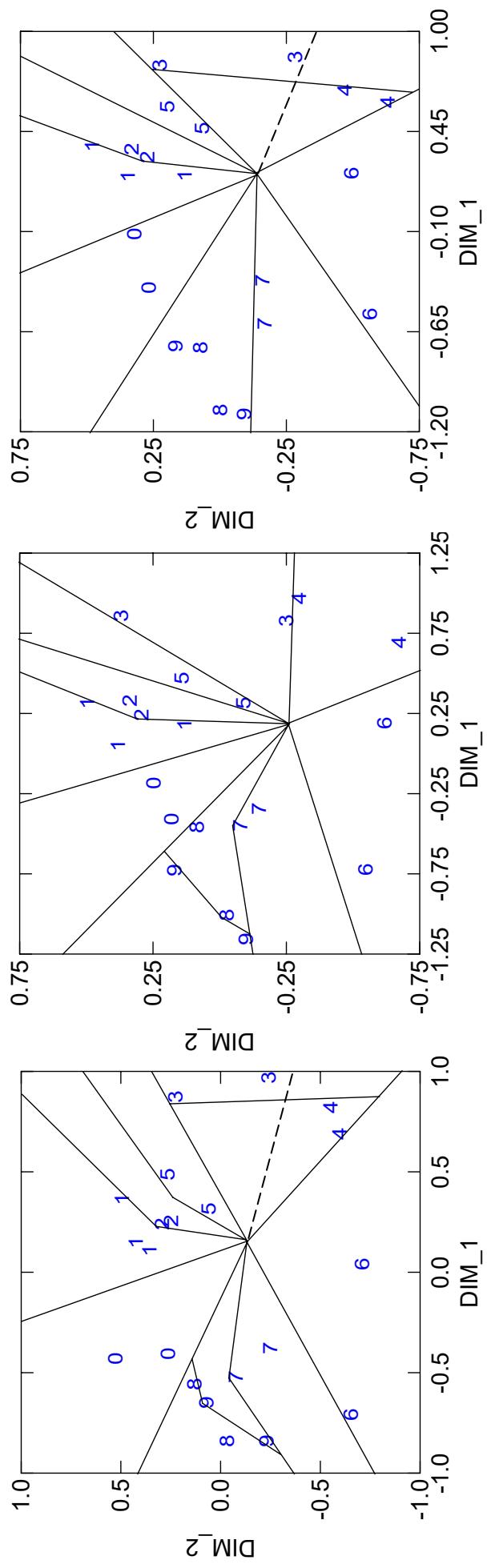
**Poland**

	<b>ESS1</b>	<b>ESS2</b>	<b>ESS3</b>
N	1 826	1 445	1 478
Stress 1	.11	.11	.11



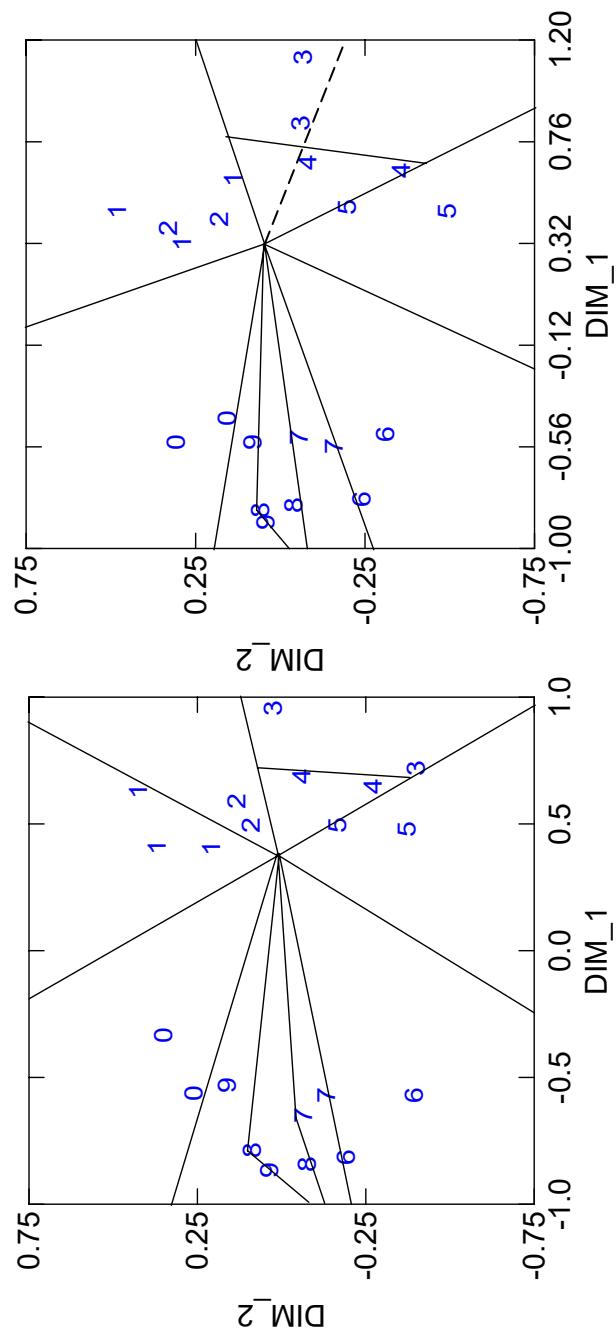
**Portugal**

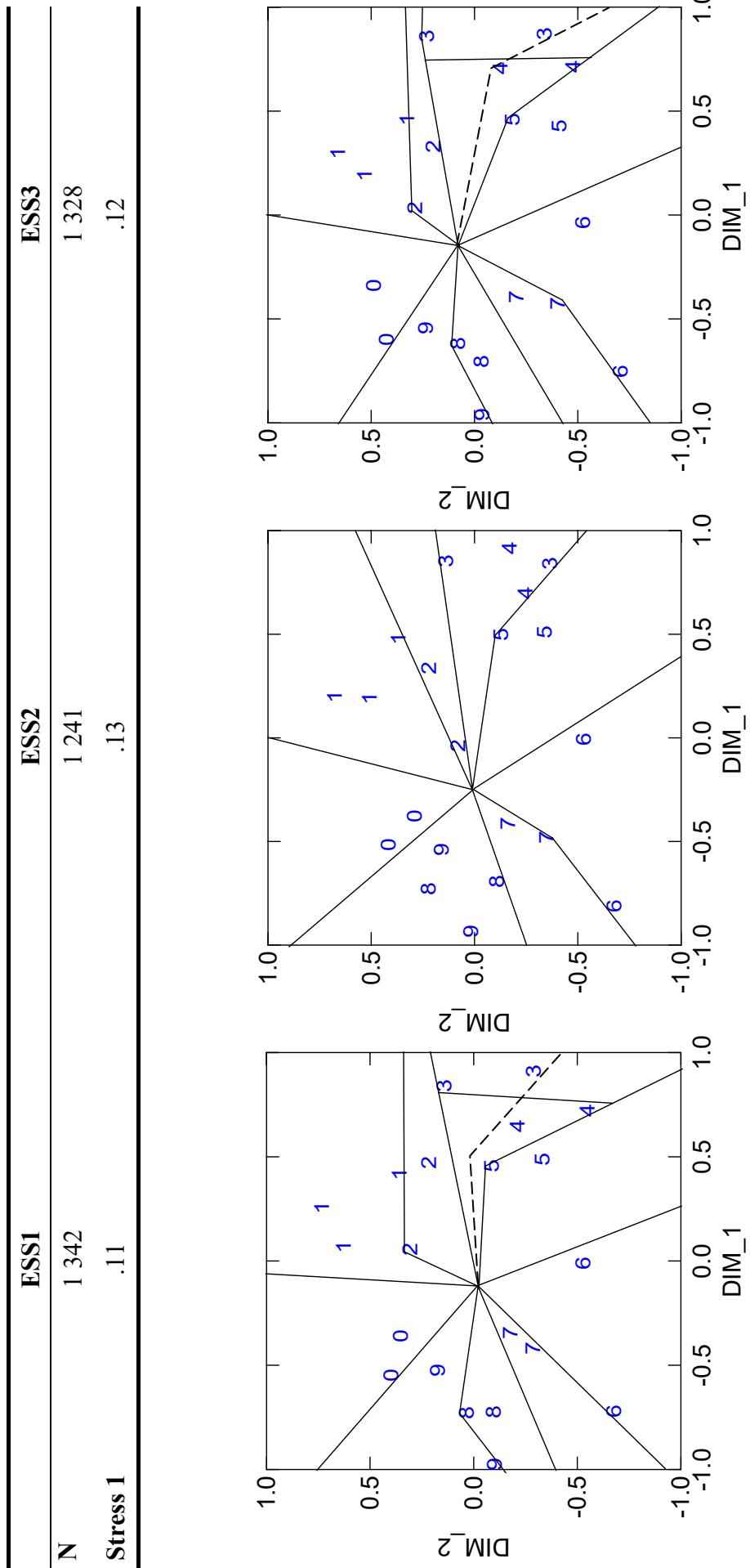
	ESS1	ESS2	ESS3
N	1 327	1 889	1 937
Stress 1	.12	.12	.09

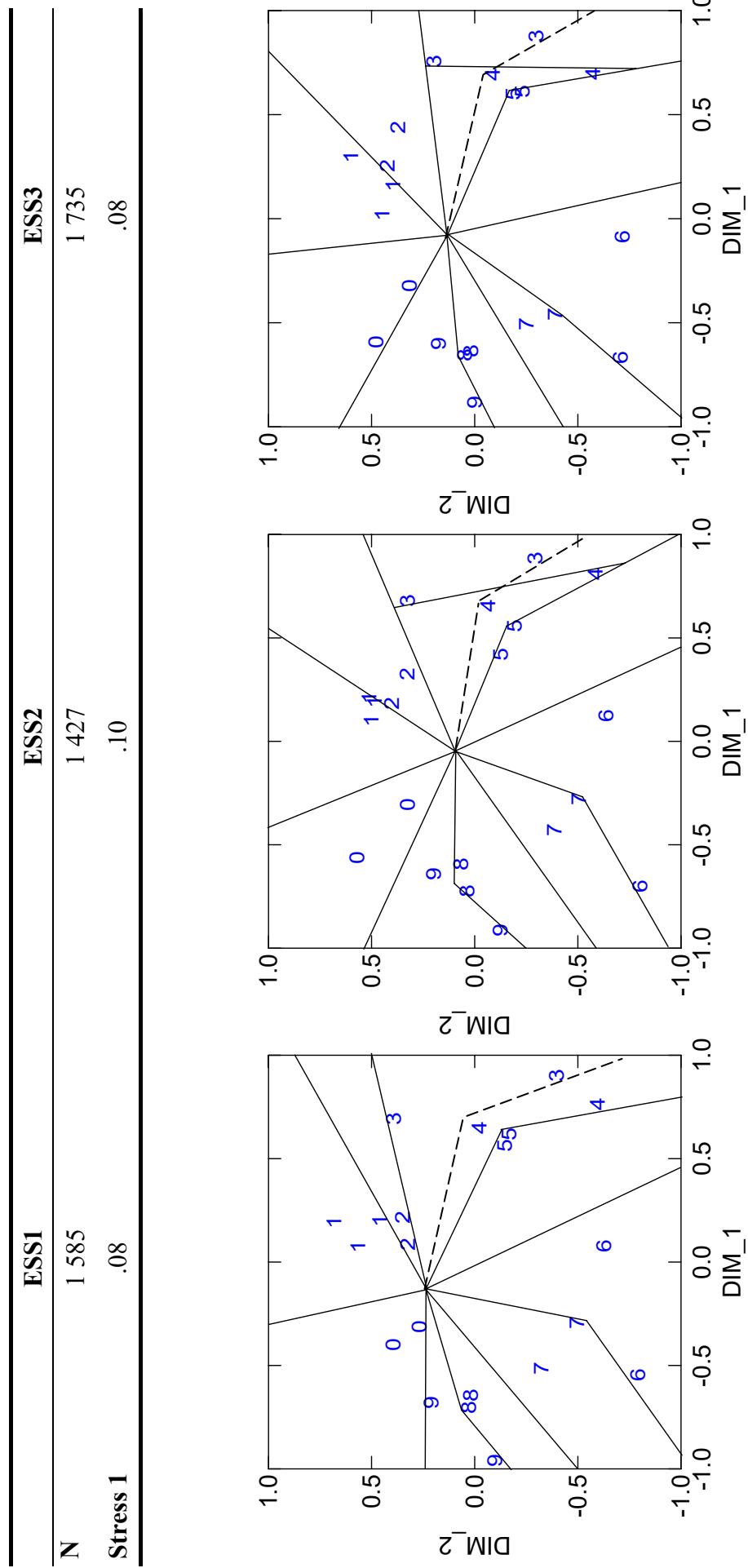


**Slovakia**

	ESS1	ESS2	ESS3
N	-	1 281	1 567
Stress 1	-	.11	.12

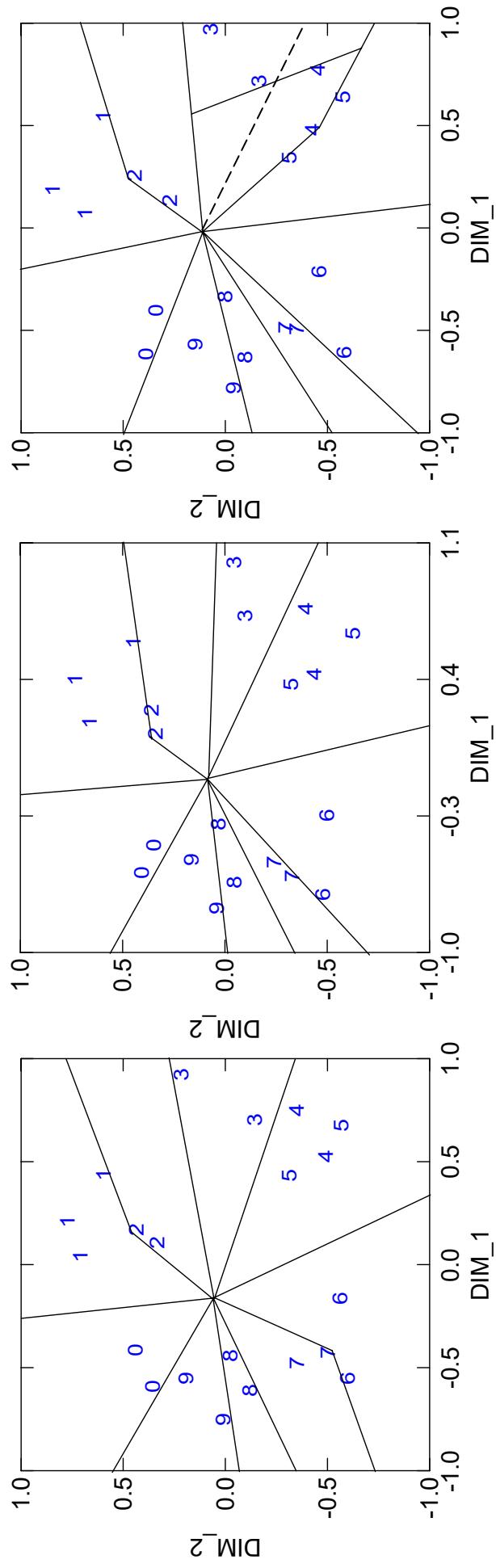


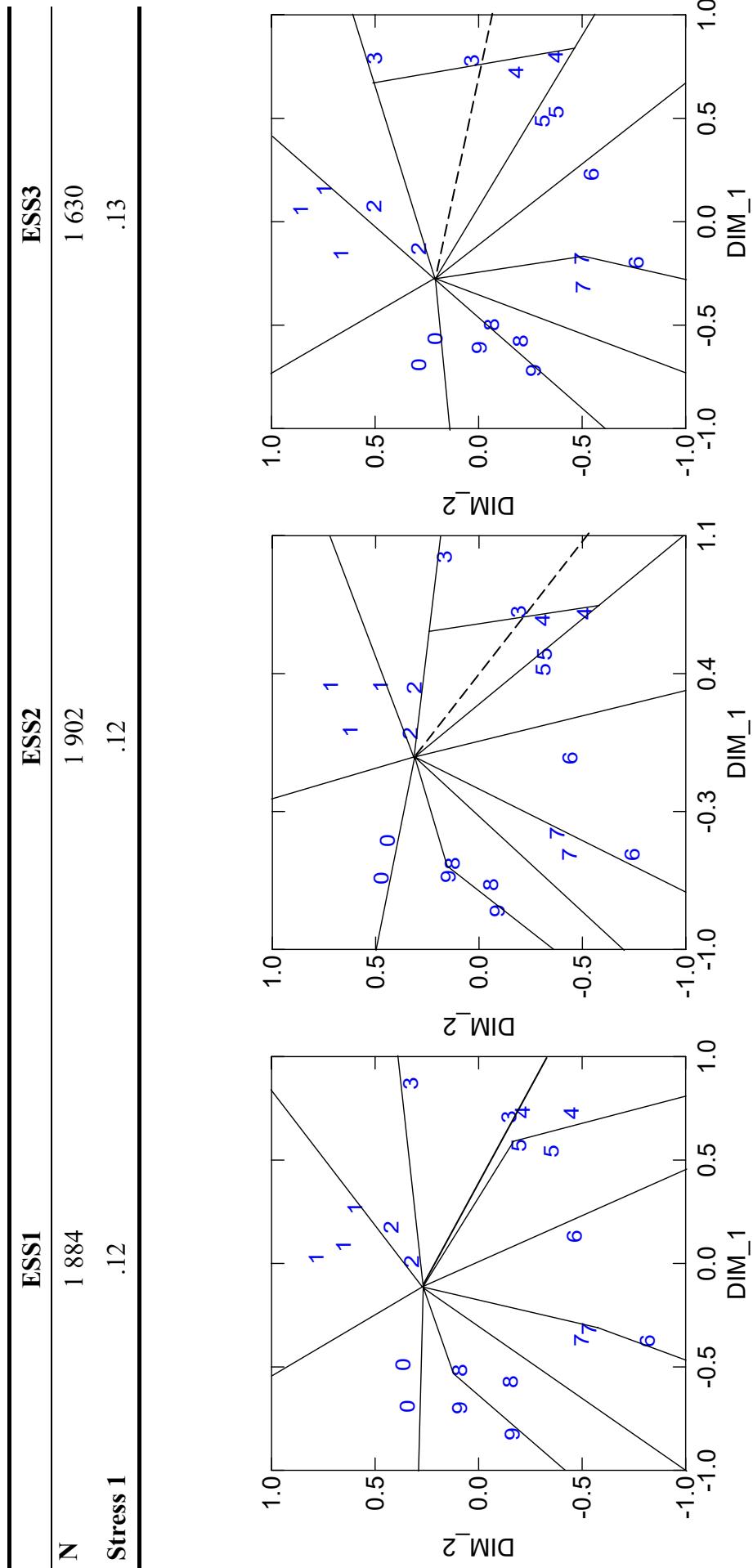
**Slovenia**

**Spain**

**Sweden**

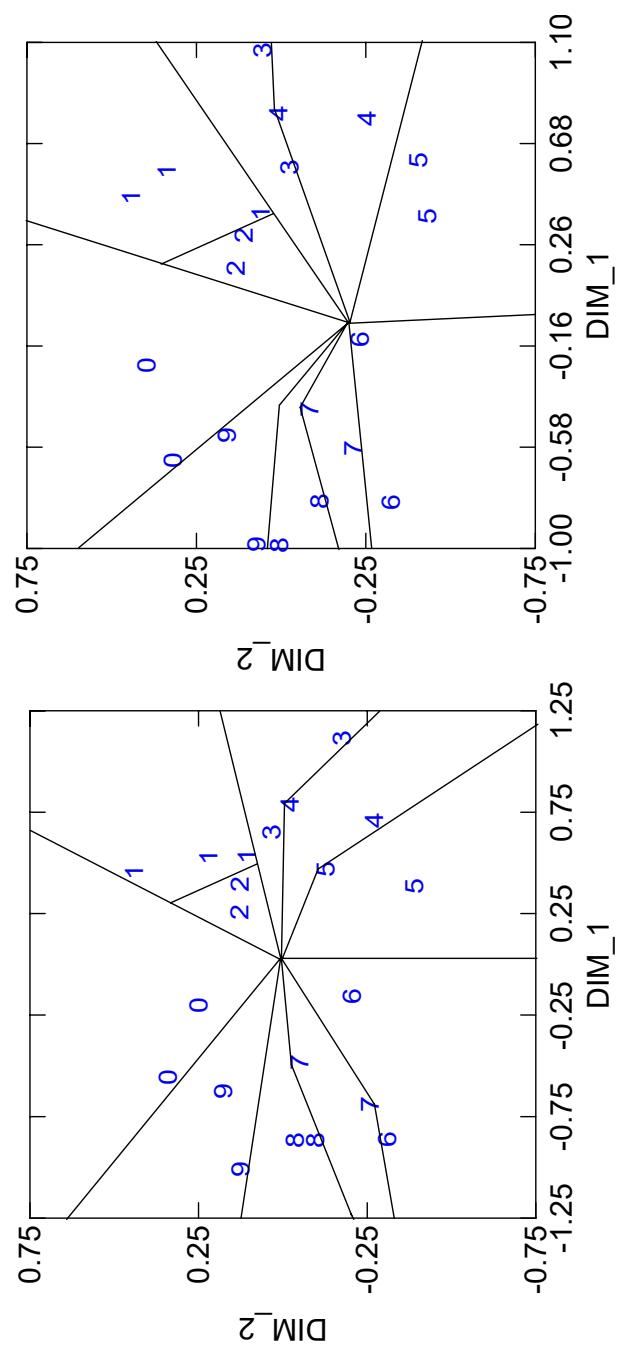
	ESS1	ESS2	ESS3
N	1 608	1 604	1 534
Stress 1	.13	.12	.13

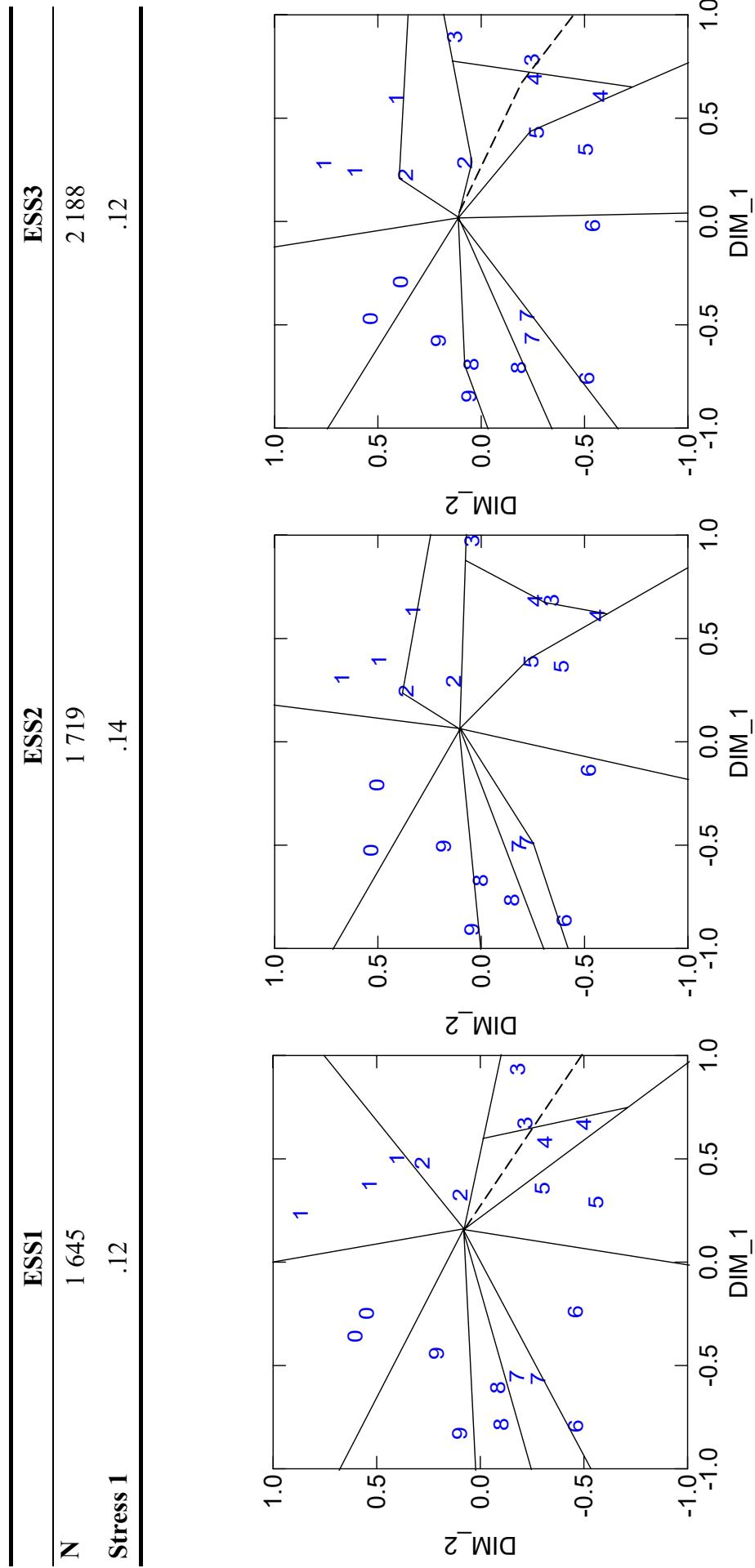


**Switzerland**

**Ukraine**

	ESS1	ESS2	ESS3
N	-	1 446	1 451
Stress 1	-	.11	.12



**United Kingdom**

## Berichte aus dem Psychologischen Institut IV

Aus der Arbeitseinheit "Differentielle Psychologie und Persönlichkeitspsychologie" sind bisher erschienen:

- 1/1994 WENTURA, D.: Gibt es ein "affektives Priming" im semantischen Gedächtnis?
- 2/1995 BILSKY, W.: Die Bedeutung von Furcht vor Kriminalität in Ost und West (unter diesem Titel in Monatsschrift für Kriminologie und Strafrechtsreform, 1996, 79, 357-372).
- 3/1996 BILSKY, W.: Ethnizität, Konflikt und Recht. Probleme von Assessment und Begutachtung in Strafverfahren mit Beteiligten ausländischer Herkunft. Antrag auf Sachbeihilfe bei der Volkswagenstiftung.
- 4/1996 BILSKY, W., BORG, I. & WETZELS, P.: La Exploración de Tácticas para la Resolución de Conflictos en Relaciones Íntimas: Reanálisis de un Instrumento de Investigación.
- 5/1997 BILSKY, W. & HOSSER, D.: Soziale Unterstützung und Einsamkeit: Zur Beziehung zweier verwandter Konstrukte.
- 6/1997 BILSKY, W.: Vergleichende Strukturanalysen von Motiven und Werten.
- 7/1997 BILSKY, W.: Miedo al Delito, Victimization criminal, y la Relacion Miedo-Victimizacion: Algunos Problemas conceptuales y metodologicos.
- 8/1997 WENTURA, D.: The "meddling-in" of affective information: Evidence for negative priming and implicit judgement tendencies in the affective priming paradigm.
- 9/1997 BILSKY, W.: Strukturelle Beziehungen zwischen Motiven und Werten: Weitere Hinweise auf die Tragfähigkeit eines integrativen Modells.
- 10/1997 BILSKY, W.: Ethnizität, Konflikt und Recht. Bericht über ein von der Volkswagenstiftung im Schwerpunkt "Recht und Verhalten" gefördertes interdisziplinäres Symposium in der Werner-Reimers-Stiftung, Bad Homburg, vom 6.-8. Februar 1997.
- 11/1998 BILSKY, W.: Values and Motives. Paper presented at the International Research Workshop „Values: Psychological Structure, Behavioral Outcomes, and Inter-Generational Transmission“. Maale-Hachamisha, Israel, January 12-16<sup>th</sup>, 1998.
- 12/1998 BILSKY, W. & PETERS, M.: Estructura de los valores y la religiosidad. Una investigación comparada realizada en México.

- 13/1998 WENTURA, D.: Die Veränderung kognitiver Strukturen: Mikroprozessuale Aspekte der Bewältigung.
- 14/1998 WENTURA, D. & GREVE, W.: Adaptation und Stabilisierung selbstbezogener Kognitionen. Antrag auf Gewährung einer Sachbeihilfe an die Deutsche Forschungsgemeinschaft im Schwerpunktprogramm „Informationsverarbeitung im sozialen Kontext“.
- 15/1998 WENTURA, D. & NÜSING, J.: Situationsmodelle in der Textverarbeitung: Evidenz für die automatische Aktivierung emotional-entlastender Informationen.
- 16/1999 WENTURA, D.: Putting pieces together - or: Is there any relationship between „affective priming“ sensu Fazio et al. and „affective priming“ sensu Murphy and Zajonc.
- 17/1999 BILSKY, W. & JEHN, K. A.: Reconsiderations of value structures based on cross-cultural research: implications for organizational culture and conflict. Paper presented at the Twelfth Conference of the International Association for Conflict Management, June 20 - June 23, 1999, San Sebastián-Donostia, Spain.
- 18/1999 BILSKY, W. & RAHIM, M. A.: Mapping conflict styles – a facet approach. Paper presented at the Twelfth Conference of the International Association for Conflict Management June 20 – June 23, 1999, San Sebastián-Donostia, Spain.
- 19/1999 BILSKY, W.: Common structures of motives and values: towards a taxonomic integration of two psychological constructs.
- 20/1999 WENTURA, D., HOLLE, K. & KOMOGOWSKI, D.: Age stereotypes in younger and older woman; Analyses of accommodative shifts with a sentence-priming task.
- 21/2000 BILSKY, W. & WÜLKER, A.: Konfliktstile: Adaptation und Erprobung des „Rahim Organizational Conflict Inventory“ (ROCI-II).
- 22/2000 BILSKY, W. & KOCH, M.: On the content and structure of values: Universals or methodological artefacts?
- 23/2002 BROCKE, M., GÖLDENITZ, C., HOLLING, H. & BILSKY, W.: Case characteristics and severity of punishment: Conjoint analytic investigations. Paper presented at the 12<sup>th</sup> European Conference on Psychology and Law, September 14 - September 17, 2002, Leuven, Belgium.
- 24/2002 BILSKY, W.: Fear of crime, personal safety and well-being: A common frame of reference. Paper presented at the 12<sup>th</sup> European Conference on Psychology and Law, September 14 - September 17, 2002, Leuven, Belgium.

- 25/2002 BILSKY, W.: La teoría de las facetas: Informaciones básicas y aplicaciones paradigmáticas.
- 26/2002 BUBECK, M. & BILSKY, W.: Value Structure at an Early Age.
- 27/2003 BILSKY, W., MÜLLER, J., VOSS, A. & VON GROOTE, E.: Measuring affect in crisis negotiation: An exploratory case study of hostage-taking.
- 28/2005 DÖRING, A.: Program evaluation - A facet-theoretic approach.
- 29/2006 BILSKY, W. & KÜRTEM, G.: "Attack" or "Honour"? Face Message Behaviour in Crisis Negotiation. A Case Study.
- 30/2007 BILSKY, W., GOLLAN, T. & DÖRING, A.: Ein Ansatz zur konfirmatorischen Multidimensionalen Skalierung (MDS) von Werten unter Verwendung einer Designmatrix.
- 31/2008 BILSKY, W., BROCKE, M. & GOLLAN, T.: Online assessment of value preferences by paired comparisons.
- 32/2008 BILSKY, W.: Value structure – on the use of weakly constrained confirmatory MDS.
- 33/2008 BILSKY, W. & JANIK, M.: The structural organization of human values – evidence from the European Social Survey (ESS).