Paolucci (1977) classified values into 3 categories:
- personal values
- moral values
- social values

1. PERSONAL VALUES

**Personal values = “character”**
- The manner in which individual copes with everyday living by applying one's beliefs and values
- Expressed through behaviours.
  - self-discipline, self-motivation, punctuality, orderliness, self-evaluation of one's efforts, decisiveness & goal orientation
- Unique for each individual; - parts of personality

2. MORAL VALUES

- Give a sense of right and wrong
- Concerned with good & right behaviour
- Related with the responsibility to live in ways that protect the freedom & rights of others
- Reflect one’s concepts of moral decency
- Shown in honesty, dependability, tolerance, peace of mind, integrity, a sense of fair play, concern for long range benefits & consistency between ideals & actions
3. SOCIAL VALUES

- Shown in relationships with others
- support, cooperation, recognition, independence, justice, benevolence, equity, respect for law, acceptance of majority rule, sense of interdependence, recognition of the worth & dignity of every human being

VALUE ORIENTATION

Ways/style in which beliefs and values are assimilated from life experiences forming pattern(s).

1. Kluckholm (1951) introduced 5 types of value orientations
   - Activity orientation
   - Human nature orientation
   - People nature orientation
   - Time orientation
   - Relational orientation

I. ACTIVITY ORIENTATION

It answers Q about the nature of human behaviour

The answers often related to cultural preferences, may be either:
- Being, or
- Being-in-becoming, or
- Doing
Being = a spontaneous expression of personality, allowing expression for individuality as a human being for what people are, rather than for what they can accomplish.

being-in-becoming – concern for the person as a human being & what that person is becoming as a person

Doing = emphasizes accomplishment, & how well can individual perform.

Cultural factors may influence the types of activity orientation (focus more on accomplishment)

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2. HUMAN NATURE ORIENTATION

- Focus on individual’s qualities of good or evils.
- Some belief systems viewed human beings as evil, mixture of both, or good.
- Socialization plays a dominant role in shaping the qualities.
- Ethics & religions as factors of concern
  - it is understood that human beings make mistakes - but ?

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3. PEOPLE NATURE ORIENTATION

- It deals with the relationships between individuals & nature/environment
  - Subjugation to nature (have no control over destiny)
  - Harmony with nature (interdependent)
  - Mastery over nature (master & control)
4. TIME ORIENTATION

- Reflects preferences for past, present, or future time orientation
- Influenced by culture & religion
  - Chinese, > past orientation, ancestors are respected, strong family traditions
  - The American: future oriented?
- ALL elements of time are important;
- Generally, educated people are future oriented & place high value on change as long as it does not threaten existing order

5. RELATIONAL ORIENTATION

- Manners of relating with others.
- 3 manners:
  1. Linear preference
  2. Collateral preference
  3. Individualist preference

1. Linear preference
   - Based on behavioural similarities while permitting some differences within fixed customs.
   - Group goals & traditions are important .... continuity through traditions & family lines.
   - When problems arises: the oldest (male) member take charge
2. Collateral preference

- Emphasizes on problem solving
- Individual is considered to be part of a social order
- The goals of extended family including siblings, cousins are primary - “for the good of the group”
- When problems arise: the family as a group and extended family are involved in achieving a common solution.
- A leader – qualified by expertise, not age or tradition

3. Individualist preference

- Emphasizes problem solving ability of an individual, yet the individual still has responsibility to the total society
- The individual’s place & responsibilities are structured interdependently of collateral groups.
- Use spacing in relationship to the other groups to develop individualistic orientation
- US people… > individualistic?

FUNCTIONS OF VALUES

- Provide an orientation & set a framework for people to guide actions & behaviour
- 3 main functions:
  - Standards of conduct
    - Helps us to take positions on social, religious & political issues
    - Provides standards for comparisons – as guides, to praise, to judge, to behave, to choose, etc..
    - Implies a pattern of consistent behaviour
2. Decision making & conflict resolution
- Decisions are made by processing inputs from environment using information received through perceptions in which are influenced by value orientations, conflicts too are resolved based on values.
- Can be difficult due to our perceptions of the situation, the meaning seen through our values & emotional factors.
- Holistic view helps in understanding situations from various perspectives.
  Helps to resolve conflict.

3. Motivation
- Values have a strong motivational component.
- Instrumental values are immediate values that facilitate reaching goals.
- Terminal values are the greater goals beyond the immediate goals.
- Values motivate through their influence which leads to decisions that help people gain self respect & esteem; guide in making adjustments & help in developing personal growth.

Next week….. Read:
- Pattern of values
- Process of valuing
- Paradigm shift in values
- Human potential and fitrah