

# VALUES

- community
- collective-wellbeing
- unity
- love
- care
- compassion
- responsibility
- empowerment

SELF DIRECTION,  
UNIVERSALISM & BENEVOLENCE  
are **intrinsic values** the reward for  
these behaviors comes from within

Humans all share all values  
just with different priorities

Sharing intrinsic values opens up  
listening and connection in people



Our values  
evoke our  
emotions.

Marianne Elliott

Values in this ZINE come from  
researcher Shalmon H. Schwartz  
There is a Wikipedia article about the study  
Theory of basic human values

**BENEVOLENCE**  
responsible  
honest helpful  
mature love  
meaning true  
friendship  
a spiritual life  
forgiving

**ACHIEVEMENT**  
ambitious  
capable  
influential  
intelligent

**TRADITION**  
respect for  
moderate  
accepting  
devout

**CONFORMITY**  
respect  
of elders  
politeness  
obedient  
humble  
detachment

**UNIVERSALISM**  
wisdom  
nature  
with  
broad minded  
equality

**SELF-DIRECTION**  
independent  
freedom  
curious  
self respect

**SECURITY**  
sense of  
belonging  
healthy family  
security  
reciprocity  
clean  
national security  
wealth

**HEDONISM**  
pleasure  
enjoying life  
self indulgent

**POWER**  
social influence  
preserving  
public image

**STIMULATION**  
excitement  
in life  
daring  
variation

**SEHWARTZ**