Map of Human Values

Hedonism
- Self-indulgence
- Pleasure
- Enjoying life

Stimulation
- An exciting life
- Variety
- Daring

Self-Direction
- Curiosity
- Freedom
- Privacy
- Choosing my own goals
- Independence
- Self-respect
- Creativity

Achievement
- Ambition
- Capability
- Success
- Intelligence
- Public image
- Influence

Universalism
- Wisdom
- Social Justice
- Protecting the environment
- Inner harmony
- Unity with nature
- Equality
- A beautiful world
- Broad minded

Power
- Social recognition
- Wealth
- Authority
- Social power

Security
- Health
- Social order
- National security
- Family security
- Cleanliness
- A sense of belonging
- Reciprocation of favours

Conformity
- Self-discipline
- Honouring your elders
- Maintaining tradition
- Religious devotion
- Politeness
- Obedience

Benevolence
- Love
- Responsibility
- Forgiveness
- Honesty
- Spirituality
- Loyalty
- Friendship
- Helpfulness
- Meaning in life

Tradition
- Accepting my lot
- Humility
- Moderation
- Detachment

The map of human values was developed by Shalom H. Schwartz It is referenced in M. Harcourt, A. Milligan, B. Wood (eds.), Teaching social studies for critical, active citizenship in Aotearoa New Zealand, Wellington: 2016.