

UNIVERSAL VALUES INVENTORY – THE BUILDING BLOCKS OF OUR MORAL FOUNDATION

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ABBREVIATIONS				
R/T : related to	ID : identity	assoc /w	govt : government	
ex : For example	& (&) or + : and, plus	# : opposite to	w/o : without	
envi rnment	comm unication/s	trans vaginal	insur ance	4 : for

Character, values, cultural worldviews tend to influence thinking, feeling, attitudes, judgment, behavior, deeds, as well as dreams and goals. They can give us order, meaning to our lives, as well as cultural identity and cohesion. Values are key to SELF-KNOWLEDGE.

VALUES are beliefs, convictions, ideals, customs, virtues & vices – sometimes tied to right-and-wrong moral themes – that can trigger an emotional response. **Types of values:** 1) personal, 2) ethical/moral, 3) cultural, 4) social, 5) doctrinal/ideological (religious, political), 6) aesthetic

<p>empathy, care, compassion, humanity, sympathy ♦ assoc/w a more nurturing parenting style//R/T putting yourself in someone else's shoes / a budget = <u>moral</u> doc. (empathy), care 4 the common good, loyalty to community, politeness/unselfishness <i><u>ILL</u></i></p> <p>kindness ♦ R/T empathy, benevolence, respect for other people's feelings (<i>ability to walk in somebody else's shoes, to put yourself in someone else's shoes</i>)</p> <p>tolerance ♦ acceptance of people different from us; respect for dignity and worth of everybody + living being, openness to other cultures & <u>diversity</u>; R/T care, empathy, open-mindedness, <u>benevolence, universalism</u>/ ≠ intolerance, prejudice, discrimination, ≠ hate</p> <p>(R/T: related to)</p> <p>love loving yourself, love your neighbor, love of learning, R/T forgiveness, gratefulness <i>ILC</i></p> <p>hope as in hope for a better future or world, R/T optimism, ≠ pessimism</p> <p>hard work R/T perseverance, work ethic, drive, grit, dedication, resilience</p> <p>personal responsibility R/T duty, setting a good example (as in civic involvement, eating healthy, exercising, being health conscious, showing moderation, restraint, bal. in decision making)</p> <p>mutual, shared, social responsibility ♦ R/T community, unity, sense of belonging, personal and group identity, loyalty, service, cooperation, collaboration, teamwork, democracy/freedom and security depends on people taking care of one another responsibly, and doing their fair share</p> <p>care for the common good, for our neighbor ♦ R/T shared responsibility</p> <p>// <i>essence of morality?</i> // R/T <u>benevolence, universalism, consensus</u>, unselfishness</p> <p>interdependence ♦ R/T we depend on each other to thrive. "It takes a village to raise a child" /R/T <u>benevolence, universalism, consensus</u> / We're all in this together</p> <p>/ Forward together responsibly</p> <p>citizenship ♦ R/T democracy, civic duty and involvement, teamwork, loyalty, ecological citizenship, taking care of our nat. resources, unselfishness</p> <p>cooperation ♦ R/T collaboration, teamwork, partnership, shared responsibility, community</p> <p>generosity giving w/o expecting, R/T unselfishness, service to others, kindness, love, charity, sharing, gratefulness</p> <p>service helping others, volunteering, government services paid for by tax investments</p> <p>community ♦ R/T sense of belonging and place, loyalty, service, volunteering, R/T shared responsibility, care for our <u>environment & public health</u>, unselfishness</p> <p>family R/T love, commitment, safety, protection, econ. security, loyalty, community / Financially secure, healthy families tend to be strong + contribute toward safe, socially responsible communities / <i>family: important, our primary support system</i></p> <p>R/T strength, stability, structure</p> <p>unity ♦ We're stronger moving <u>forward together</u> and doing our fair share for the <u>common good</u></p> <p>strength ♦ as in <u>strength in unity, strong communities</u> / R/T fortitude, confidence, assertiveness, integrity (standing up to bullying, asking for help when you need it) gentle strength, measured strength (war, violence as a last resort / R/T health, mental health</p> <p>social justice R/T equality, fairness, <u>empathy</u>, care 4 the common good, <u>social</u> responsibility, social inequality</p> <p>opportunity ♦ sometimes assoc/w equal opportunity and <u>leveling the playing field</u>, govt assistance to finance college (Who can pay, go to college?), affirmative action factored in graduate school admission's policy, R/T saying "If women are not at the table, they are on the menu" (restricted opportunities)</p>	<p>prosperity ♦ R/T jobs & econ. dev., inclusive prosperity, economic wellbeing, security, mobility, redemption/ ("No sustainable, inclusive econ. prosperity w/o healthy women, children & families, communities w/o gender equality, fulfillment by all.") Build an econ. <u>that works 4ALL</u> / R/T middle-class economics, inclusive capitalism, a national living wage, comprehensive immigration reform</p> <p>fulfillment ♦ realizing our needs are met, R/T <u>achievement</u>, happiness in life</p> <p>adaptability changing ourselves or what we do as circumstances change, R/T flexibility, resilience</p> <p>pragmatism practical, resilient, flexible, understands different sides of a debate, a doer</p> <p>stimulation excitement, novelty and challenge</p> <p>entrepreneurship R/T taking on challenges, risks toward achieving goals, or progress</p> <p>ambition R/T drive, zest, energy, passion / ≠ greed</p> <p>fairness ♦ (R/T: related to) R/T fair shot, fair share, all playing by the same rules, equality, reciprocity, justice/social & enviro justice (race+health) / moral living wages</p> <p>v wage theft, misery wages + exorbitant exec salaries/earned wages = a moral value /poor health insu. coverage for underemployed, women / R/T unfair restrictions in access 2 ballot</p> <p>equality ♦ R/T equity; <u>leveling the playing field</u>; equal opportunity & treatment & rights; moral, living wages and exec salaries, bonuses (middle-class economics); gender wage inequality /access to health care (<u>Who deserves dignity & respect?</u> The <u>privileged only</u>.) R/T government assistance to finance college (Who can go to college?)/social and enviro justice is about fairness and equality, having a voice in our democracy, fair elections & equal access 2 the ballot4all</p> <p>forward thinking ♦ ≠ backward, In PDL, R/T embracing positive change, moving forward in society, not backwards R/T "failed policies of the past" (trickle down)</p> <p>freedom ♦ liberty R/T fairness & equality for all; absence of a morally intrusive govt (repro. health); R/T life, safety & rule of law; life-endangering easy-access to guns // assoc/w patriotism, nationalism / R/T the eagle, the men & women in uniform</p> <p>trust ♦ R/T trust in a friend, in a news outlet / ≠ deceptive media / R/T trusting a woman to make the right healthcare decision & when to start a family / R/T unwanted children</p> <p>(assoc/w: associated with) SS, Medicare, Medicaid; <u>a cross-generational promise</u></p> <p>honesty, sincerity, integrity, trustworthiness ♦ telling the truth, keeping a promise, ≠ plagiarism, cheating, lying, acting irresponsibly (≠: as opposed to, different from)</p> <p>moral clarity self-knowledge, ethical(<i>or moral</i>)/intelligence, integrity / ≠ moral void, ≠ morally bankrupt</p> <p>health ♦ <i>ILL HEALTH (as from no=access the healthcare for all)</i> = No True Freedom = Weak Foundation for Prosperity // Freedom and life depend on good health //R/T health consciousness, belief in wellness, healthy families, nutrition + a balanced diet, enviro justice + public health, R/T privacy (ex: patient-doctor comm), reproductive health, rights, freedom, life ♦ care, concern4life, (access2)healthcare4all, Medicaid expansion4working families, prenatal/postnatal care, access2birth control, protecting children, public safety, R/T stronger families + communities, diplomacy!st + war as a last resort/ ≠ easy-access guns, ≠ catastrophic climate change R/T <i>Obamacare (toxic) and pulling the plug from granny (toxic), death panels (toxic)</i> R/T human rights</p> <p>safety ♦ as in public safety, toxic-free enviro, public health, consumer safety, R/T ethical business practices, effective government/ R/T broad access2healthcare / R/T privacy and ID theft, hacking</p> <p>protection / security ♦ R/T economic, financial and social security, retirement security, human dignity, R/T ethical business practices, protecting life by supporting funding for prenatal and postnatal care for low-income workers; protecting access2birth control</p>	<p>privacy ♦ R/T ID theft, hacking, electronic medical records, keeping a promise of confidentiality to a friend, sanctity of patient-doctor relationship and communications, reproductive health, forced transvag. ultrasounds/ lack of a national ID (ID: identity)</p> <p>open communications ♦ R/T transparency (dark-\$ SuperPACs' contributions to political campaigns), press freedom, ≠ close communications, secrecy, decisions made behind closed doors without stakeholder consultation, back-room deals</p> <p>peace as in striving to solve conflict through dialogue, diplomacy, supporting <u>violence</u> and war as a last resort, R/T thoughtful, strategic, measured strength, gentle strength</p> <p>balance R/T moderation, avoiding extremes, as in a balanced approach to solving problems, a balanced diet, balance between work and home life</p> <p>hedonism pleasure or sensuous gratification</p> <p>respect as in self-respect, respect for women, a mother, men, a dad, <u>respect for</u> people's feelings/respect for people who are different from us and their right to privacy/respect for human dignity regardless of money, race, gender, religion, ideology/respect for the earth, trees, our natural heritage/respect for marriage equality & equal rights, R/T respect for cultures, R/T respect for, empathy for, and trust in judgment of a woman having an unintended pregnancy; <u>teaching boys to respect the body of girls & women</u> R/T tradition</p> <p>patriotism / nationalism R/T group pride, belonging, loyalty, love of country, serving your country/ In PDL, sometimes assoc/w ultra-nationalism, Tea Party</p> <p>courage, bravery R/T risk-taking, boldness (as in facing bullying), as in bold dreams, ideals, convictions / R/T common good, selfless, unselfishness, attitude, deeds, humility, empathy / passion, energy, zest, drive</p> <p>God, country, family / righteousness sometimes assoc/w group pride, or to belonging, or to being judgmental, or sometimes to hypocrisy R/T tradition</p> <p>faith R/T religion and/or to spirituality (<i>Spirituality: having beliefs about a higher purpose + meaning</i>) (Addressing catastrophic climate change is a matter of personal <u>faith & love of neighbor</u>) R/T tradition, heritage</p> <p>pride satisfaction from one's own achievements or those of people we care about</p> <p>family values sometimes related to a narrow, few more "traditional" generally Christian values and support for only one kind of morality and for one type of family/opposition to marriage equality and often to women's rights and health /sometimes assoc/w a belief that morality comes mostly from religion, and that nuclear family and fear (or "love") of God are essential 4proper behavior/In politics, . . perceived as 1950s values specially regarding the roles of women, minorities, gays, and single parents / (Do conservatives turn their backs on life after birth? <i>Pro-fetus? More unwanted children?</i>) R/T forced transvag. ultrasounds</p> <p>discrimination, prejudice, hate R/T close-mindedness and intolerance (manifest destiny?) as of people who look different than us, R/T group pride, purity of blood, possibly cleanliness R/T forced transvag. ultrasounds, empathy-void policies</p> <p>readiness to violence R/T unnecessary wars, warmongering, unilateral military actions, death penalty as a 1st resort + no DNA testing, torture as a 1st resort, easy-access to life-threatening guns + opposition to child-safe smart guns / R/T forced transvag. ultrasounds, fear-mongering, FUD (fear, uncertainty, doubt . . . sales techniques)</p> <p>order R/T clarity, conformity, tradition, heritage, hierarchy, respect for authority</p> <p>tradition R/T heritage, customs, cultural ID, order, consistency, sticking with a certain way of doing things</p> <p>loyalty R/T <u>commitment</u>, group identity & belonging, ex: fidelity oath / heritage / ≠ treason, betrayal</p>	<p>hierarchy R/T order, social status, <u>power</u>, authority, <u>conformity</u>, respect, strict discipline, tradition, heritage / can be R/T gender, racial, sexual-preference inequality / R/T <i>God-given right, authority (ex: as in a monarchy), entitlement, the chosen people, sacred texts</i></p> <p>respect for authority R/T strict-father parenting, mgmt (more authoritarian, top-down)/ discipline / sometimes assoc/w "traditional" family values roles (a more dominant husband, a more submissive wife, poss. respect of white male authority) / R/T tradition, heritage R/T forced transvag. ultrasounds</p> <p>obedience, deference R/T hierarchy, tradition, heritage, conformity, power, a more authoritarian parenting, management style</p> <p>justice R/T order, conformity, equality, fairness, rule of law, democratic foundations, retribution</p> <p>punishment / reward R/T justice, order, conformity / poss. R/T reciprocity, revenge, punitive / R/T forced transvag. ultrasounds + 20-week abortion bans w/o exceptions</p> <p>retribution R/T to justice/In PDL, R/T unrestricted death penalty, limited or no use of DNA check to rule out innocence, revenge, eye for an eye and tooth for a tooth / <i>sacred texts</i></p> <p>strong defense term sometimes used to justify high defense, military spending</p> <p>self-interest In PDL, sometimes assoc/w self-reliance, selfishness, individual needs more imp. than community needs</p> <p>greed R/T self-interest, selfishness, a "me-only" mentality (≠ "me-and-us")</p> <p>self-reliance R/T individualism, independence, self-direction./In PDL, poss. individual needs weighted over community needs, "self-made man," "extreme individualism," "go-at-it-alone mentality," "me-only" thinking (≠ "me-and-us" or "we're all in it together" or "forward together")</p> <p>independence R/T freedom, self-reliance, self-determination, self-made, radical individualism, rugged individualism of the Wild West, <u>You're on your own (YoYo) moral worldview</u> / patriotism</p> <p>self-discipline R/T hard work, sacrifice, work ethic, perseverance, self-control, drive</p> <p>strict discipline sacrifice, sometimes related to a strict-father parenting style or to a more authoritarian, top-down management (some military, religious families) / R/T conformity, warmongering</p> <p>cleanliness R/T beauty, health, purity (possibly virginity), R/T "cleanliness is next to godliness"</p> <p>purity assoc/w race, ethnicity, religion /white supremacy, racism, manifest destiny (KKK, Nazis, Apartheid, ethnic cleansing), sexual preference & gender inequality, cleanliness, chastity, virginity, group pride and belonging /as in opposition to interracial, interethnic marriage in the 1950s in parts of U.S / ≠ tolerance, diversity, multiculturalism</p> <p>chastity as in abstinence before marriage, sometimes R/T opposition to reproductive health and teen reproductive education in schools, pushing for abstinence/chastity only ed. & criminalization/prohibition of unintended pregnancy termination</p> <p>fear, blame, guilt, shame, morally judgmental sometimes assoc/w religion, morality R/T fearmongering, scaremongering, divisiveness, divide & conquer, need 4protection, pride, group pride R/T forced transvag. ultrasounds</p> <p><i>natural selection? survival of the fittest? law of the jungle?</i> some people's moral (poss. primal) tendency to target hurt, bully, prey on the weakest person, who tends to be, look or sound different, "weird;" or to target people at a vulnerable stage like the very young, the sick, the elderly, or those facing an unintended pregnancy conflicting w/ personal and shared responsibility</p>
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Values explain political stance more strongly than socioeconomic status. A moral compass informs people's voting often more than the pocketbook. Aim at moral frames, not plain intellect, and moral branding & systematically, methodically branding your **overarching moral worldview**! ➔ **We're-All-In-This-Together** (**Aiming at the Greater Good (Wisely) + Moving Forward Together Responsibly** *[Implies Empathy, Universalism, Celebrating Diversity, Addressing Social Gender Inequality]* * **Moral Strength + Public Trust, Faith + Wisdom** *[Implies Knowledge is Power]*) = **Inclusive Prosperity + (Greater) Freedom4ALL Families + (Greater) Shared Responsibility** / Build an economy that works for ALL, not just the lucky few. Use these Obama terms: "fair shot," "fair share," "same set of rules." / Bedrock Virginia values, values, values . . . **VERSUS** . . . **You're-On-Your-Own (YoYo)** mentality (*← It's not what we do. It's not who we are.*)