

# LAKOFF (2014)

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12 ★ THE ALL NEW DON'T THINK OF AN ELEPHANT!

- If you want your child to be fulfilled in life, the child has to be free enough to seek and possibly find fulfillment. Therefore **freedom** is a value.
- You do not have very much freedom if there is no opportunity or prosperity. Therefore **opportunity** and **prosperity** are progressive values.
- If you really care about your child, you want your child to be treated fairly by you and by others. Therefore **fairness** is a value.
- If you are connecting with your child and you empathize with that child, you have to have open, two-way communication. Honest, open communication. That becomes a value.
- You live in a community, and that community will affect how your child grows up. Therefore **community-building**, **service to the community**, and **cooperation in a community** become values.
- To have cooperation, you must have **trust**, and to have trust, you must have **honesty** and open two-way communication. Trust, honesty, and open communication are fundamental progressive values—in a community as in a family.

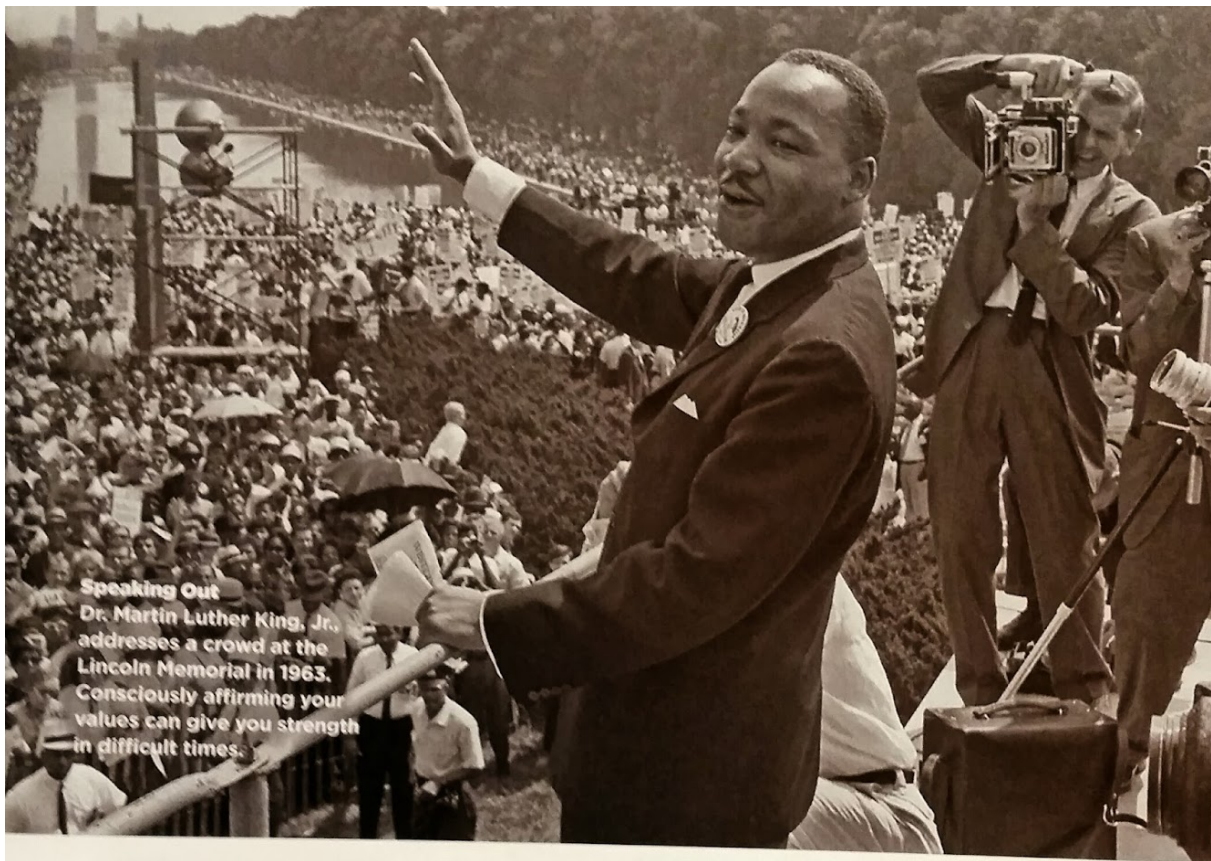
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25ft

SCROLL DOWN TO BETTER UNDERSTAND VALUES IN POLITICS



**Speaking Out**  
Dr. Martin Luther King, Jr., addresses a crowd at the Lincoln Memorial in 1963. Consciously affirming your values can give you strength in difficult times.

## personality explained

### Politics and Values

Do values line up with political attitudes? For the most part, they do. A survey of 20 European countries, ranging from historically liberal to historically conservative states, found that left-leaning citizens in all countries were more likely to value benevolence and universalism, while right-leaning citizens across the board typically valued conformity and tradition. In liberal countries, values explained political stance even more strongly than socioeconomic status did. The only place where values had little correlation with political outlook was in postcommunist countries such as the Czech Republic and Poland, where labels such as "left" and "right" seem to have little meaning.



European Union flag