

Empirical Examination of the Schwartz Value Theory from a Cross-National Comparative Perspective: Data Analysis of the World Values Survey

Kazufumi Manabe

ABSTRACTS

The purpose of this paper is to conduct an empirical examination of the value theory of Shalom Schwartz from a cross-national comparative perspective through a data analysis of the World Values Survey 6th wave (2010-2014). Schwartz's circular continuum of value model is a structural model that shows the mutual relationships between the ten motivationally distinct types of basic human values: power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, and security. The 10 countries were selected for the data analysis, namely Germany, the United States, Russia, Turkey, South Africa, Japan, South Korea, China, Thailand, and Malaysia. As a method of data analysis, the Smallest Space Analysis (SSA) developed by Louis Guttman was used. The SSA maps of the 10 countries have similarities in terms of their geometric shape (a space partition shape that Schwartz refers to as a "circular continuum"), but differences were evident in the circular order of the space plot of the values items. These findings suggest that the circular continuum model provides a useful basic framework for conducting a cross-national comparative analysis of basic human values.