

## Portrait Values Questionnaire (40-item ver)

**Name:** \_\_\_\_\_ **Date of birth:** \_\_\_\_\_

This is a self-report questionnaire that measures an individual's values based on Schwartz's 10 basic values.

Please answer the following questions truthfully and accurately, it is important to remember that these are subjective questions with no right or wrong answer. In each case, make your choice in terms of how you feel right now on average, not what you have felt in the past or would like to feel.

There is 6 possible responses to each of the items in the questionnaire:

**(1)** Not at all like me; **(2)** Not like me; **(3)** A little like me; **(4)** Somewhat like me;

**(5) Like me; (6) Very much like me**

**Note that this is the masculine version, for the feminine version, change all pronouns to she/her.**

Below some people are briefly described. Please read each description and think about how much each person is or is not like you. Tick the box to the right that matches how much person in the description is like you.

[illegible]



Statement	1	2	3	4	5	6
31. He tries hard to avoid getting sick. Staying healthy is very important to him.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32. Getting ahead in life is important to him. He strives to do better than others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. Forgiving people who have hurt him is important to him. He tries to see what is good in them and not to hold a grudge.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. It is important to him to be independent. He likes to rely on himself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. Having a stable government is important to him. He is concerned that the social order be protected.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36. It is important to him to be polite to other people all the time. He tries never to disturb or irritate others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
37. He really wants to enjoy life. Having a good time is very important to him.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
38. It is important to him to be humble and modest. He tries not to draw attention to himself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39. He always wants to be the one who makes the decisions. He likes to be the leader.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40. It is important to him to adapt to nature and to fit into it. He believes that people should not change nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Scoring:** The items representing each of the 10 values are represented below. The score for each value is the mean of the raw ratings given to the items listed for that value

Value	Items	Mean score
1. Universalism	3, 8, 19, 23, 29, 40	
2. Benevolence	12, 18, 27, 33	
3. Tradition	9, 20, 25, 38	
4. Conformity	7, 16, 28, 36	
5. Security	5, 14, 21, 31, 35	
6. Power	2, 17, 39	
7. Achievement	4, 13, 24, 32	
8. Hedonism	10, 26, 37	
9. Stimulation	6, 15, 30	
10. Self-direction	1, 11, 22, 34	
<b>Overall mean score (Mean of all 40-items):</b>		

**To adjust for response bias:** Subtract the overall mean score from the value men

Value	Mean score	Adjusted score
1. Universalism		
2. Benevolence		
3. Tradition		
4. Conformity		
5. Security		
6. Power		
7. Achievement		
8. Hedonism		
9. Stimulation		
10. Self-direction		

**Score for four higher order values (sum the means for following values):**

Higher order values	Values
1. Self transcendence	Universalism and benevolence.
2. Self-enhancement	Achievement and power.
3. Openness to change	Hedonism, Self-direction and stimulation.
4. Conservative	Conformity, tradition and security.

Schwartz, S. H., Melech, G., Lehmann, A., Burgess, S., Harris, M., & Owens, V. (2001). Extending the cross-cultural validity of the basic human values with a different method of measurement. *Journal of Cross-Cultural Psychology*, 32, 519–542