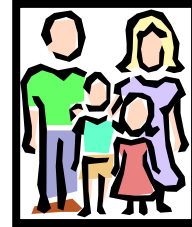


The Values U.S. Americans live By

1. Personal Control over the Environment

People can/should control nature, their own environment and destiny; future is not left to fate.

Result: Energetic, goal-oriented society



2. Change/Mobility

Change is seen as positive, good, meaning progress, improvement, and growth.

Result: Transient society, geographically, economically, and socially

3. Time and Its Control

Time is valuable-achievement of goals depends on productive use of time.

Result: Efficiency and progress often at expense of interpersonal relationships.

4. Equality/Egalitarianism

People have equal opportunities; people are important as individuals, for who they are, not from which family they come.

Result: Little deference shown or status acknowledged

5. Individualism, Independence, and Privacy

People are seen as separate individuals (not group members) with individual needs. People need time to be alone and to be themselves.

Result: U.S. Americans seen as self-centered and sometimes isolated and lonely

6. Self-Help

U.S. Americans take pride in own accomplishments, not in name.

Result: Respect is given for achievements, not accident of birth.

7. Competition and Free Enterprise

U.S. Americans believe competition brings out best in people and free enterprise produces most progress and success.

Result: Less emphasis on cooperation than competition

8. Future Orientation/Optimism

U.S. Americans believe that, regardless of past or present, the future will be better, happier.

Result: Less value on past; constant looking ahead to tomorrow

9. Action and Work Orientation

U.S. Americans believe that work is morally right; that it is immoral to waste time.

Result: More emphasis on “doing” rather than “being;” Pragmatic, no-nonsense attitude toward life

10. Informality

U.S. Americans believe that formality is “un-American” and a show of arrogance and superiority.

Result: Casual, egalitarian attitude between people and in their relationships

11. Directness, Openness, Honesty

One can only trust people who “look you in the eye,” and “tell it like it is.” Truth is function of reality not circumstance.

Result: People tend to tell the “truth” and not worry about saving the other person’s “face” or “honor”

12. Practicality/Efficiency

Practicality is usually most important consideration when decisions are to be made.

Result: Less emphasis on the subjective, aesthetic, emotional or on consensual decisions

13. Materialism/Acquisitiveness

Material goods are seen as the just rewards of hard work-evidence of “God’s favor.”

Result: U.S. Americans are seen as caring more for things than people or relationships

**Adapted from: “The Values Americans Live By,” L. Robert Kohls*