VALUE PAIRS

Liberal Values	Traditional Values
Individualism - The individual is the fundamental unit of society - Institutions protect the dignity of the individual - Emphasis is placed on self-reliance - Individual achievement is glorified & protected - Individual rights are protected in the face of the group	**Collectivism** - Individuals are subordinate to the group - Achievements are considered group achievements - Heavy emphasis on duty & responsibility
Liberty - Minimal constraint or control - Freedom from outside constraint - Freedom to participate	**Order** - Emphasis on structure - Safety, peace and security - Maintenance of stability
Equality - People are equal in the eyes of authority (law, god, etc.) - People have equal opportunity & access to resources - Ascribed characteristics are not a basis for differentiation	**Hierarchy** Clearly differentiated levels of power/authority/status organized in superior/inferior relationships
Democracy - The people should be the primary source of political power - The people have political power—vote, voice & input - Political Power is diffuse	**Authority** - Power is concentrated - Source of power is religion, tradition, knowledge, experience, expertise, etc.
Capitalism - Private property—right to use resources as owner sees fit - Belief that one should reap the rewards of one's own labor - Economic decision-making is in the hands of private owners - Free market—private owners engage in transactions	**Centralization** - Economic decision-making is in the hands of a centralized power - Belief that people other than the producer have rights to what is produced - Property is controlled by some centralized power (usually gov't)