

VALUE PAIRS

Examples/Archetypes	Liberal Values	Traditional Values	Examples/Archetypes
	<p style="text-align: center;">INDIVIDUALISM</p> <ul style="list-style-type: none"> ● 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 	<p style="text-align: center;">COLLECTIVISM</p> <ul style="list-style-type: none"> ● Individuals are subordinate to the group ● Achievements are considered group achievements ● Heavy emphasis on duty & responsibility 	
	<p style="text-align: center;">LIBERTY</p> <ul style="list-style-type: none"> ● Minimal constraint or control ● Freedom from outside constraint ● Freedom to participate 	<p style="text-align: center;">ORDER</p> <ul style="list-style-type: none"> ● Emphasis on structure ● Safety, peace and security ● Maintenance of stability 	
	<p style="text-align: center;">EQUALITY</p> <ul style="list-style-type: none"> ● 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 	<p style="text-align: center;">HIERARCHY</p> <ul style="list-style-type: none"> ● Clearly differentiated levels of power/authority/status organized in superior/inferior relationships 	
	<p style="text-align: center;">DEMOCRACY</p> <ul style="list-style-type: none"> ● The people should be the primary source of political power ● The people have political power—vote, voice & input ● Political Power is diffuse 	<p style="text-align: center;">AUTHORITY</p> <ul style="list-style-type: none"> ● Power is concentrated ● Source of power is religion, tradition, knowledge, experience, expertise, etc. 	
	<p style="text-align: center;">CAPITALISM</p> <ul style="list-style-type: none"> ● 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 	<p style="text-align: center;">CENTRALIZATION</p> <ul style="list-style-type: none"> ● 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) 	