Exercise

What do you value in life?

Paired discussions.

Shout out.
14:30 Introductions
14:40 How Values Work
15:20 Why Values Matter
15:50 How Values Develop I
16:05 Break
16:30 How Values Develop II
17:20 Some implications
17:40 Reflection
18:00 Closing
Report
2010

Approach

Network
2014

???
How do we create a fairer, more equal society? Values help us answer the big question: equal society?
3. How values are shaped
4. Some implications
“Opinions are the ripples on the surface of the public's consciousness, shallow and easily changed. Attitudes are the currents below the surface, deeper and stronger. Values are the deep tides of the public mood, slow to change, but powerful.”

Sir Robert Worcester
Founder of MORI
It's obviously more complex than this. But it's a useful simplified model.

Social norms  Habits  Physical constraints  Financial constraints
Exercise

What issues are we concerned about?
Now, imagine a society...
UNIVERSALISM
Understanding, appreciation, tolerance and protection for the welfare of all people and for nature.

BENEVOLENCE
Preservation and enhancement of the welfare of people with whom one is in frequent personal contact.

TRADITION
Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self.

CONFORMITY
Restraint of actions, inclinations and impulses likely to upset or harm others and violate social expectations or norms.

SECURITY
Safety, harmony, and stability of society, of relationships, and of self.

POWER
Social status and prestige, control or dominance over people and resources.

ACHIEVEMENT
Personal success through demonstrating competence according to social standards.

HEDONISM
Pleasure and sensuous gratification for oneself.

STIMULATION
Excitement, novelty and challenge in life.

SELF-DIRECTION
Independent thought and action - choosing, creating, exploring.
1. Values are universal
2. Values aren’t characteristics
3. Values can be engaged
4. The see-saw effect
5. The bleed-over effect
3. How values develop
4. Some implications
Our values influence...

HOW NATIONALISTIC WE ARE

OUR LEVELS OF MILITARISM AND PEACEFULNESS

HOW FAR WE BELIEVE IN PUNISHING OR REHABILITATING CRIMINALS

OUR LEVELS OF CONCERN ABOUT GLOBAL POVERTY

OUR ATTITUDES TOWARDS GAY RIGHTS

OUR LEVELS OF CONCERN ABOUT GLOBAL CONFLICT

OUR ATTITUDES TOWARDS IMMIGRATION

HOW CONCERNED WE ARE ABOUT ENVIRONMENTAL DAMAGE

OUR LEVELS OF SEXISM, RACISM AND GENERAL PREJUDICE TOWARDS ‘OUT-GROUOPS’

OUR LEVELS OF SUPPORT FOR ENVIRONMENTAL POLICIES

OUR ATTITUDES TOWARDS HUMAN RIGHTS

HOW MUCH WEIGHT WE PLACE ON BEHAVING MORALLY

OUR INTERESTS

HOW MUCH WE WORRY AND ARE MOTIVATED TO FIND OUT ABOUT ‘BIG ISSUES’

HOW WE VOTE

HOW MUCH WE PICK UP OTHER PEOPLE’S LITTER

WHETHER, AND HOW CONSISTENTLY, WE BUY ‘ETHICAL’ PRODUCTS

HOW MUCH WE WALK OR CYCLE

THE TYPE OF CAREER WE CHOOSE

HOW MUCH WE CONSERVE ELECTRICITY

HOW MUCH WE RECYCLE

WHAT WE EAT

HOW EMPATHIC WE ARE

WHETHER, AND HOW FAR, WE GET INVOLVED IN POLITICAL ACTIVISM

HOW MUCH WE VOLUNTEER TO HELP OTHERS

OUR ECOLOGICAL FOOTPRINTS
Our values influence…

• **Social attitudes & behaviour**
  Empathy, civic engagement, support for HR, lower prejudice

• **Environmental attitudes & behaviour**
  Co-operative resource management, concern about future generations, sustainable behaviours

• **Personal Well-being**
  Satisfaction, lower anxiety and depression
National values

Kasser (2011)

20 wealthy nations.

Citizens’ values for achievement, power, status, money vs. loyalty, helpfulness, social justice, a world of beauty.

After controlling for GDP, a general pattern was evident between values and:

- CO₂ emissions
- Child well-being
- Maternal leave
- Advertising to children
Gender equality

Schwartz (2009)

- 93 countries

- Overall value priorities in more equal societies (gender/economic) become more intrinsic (valuing universalism, benevolence) e.g. Finland

- More equal countries also show more value difference
Valuing Equality

PIRC (2014)

- What does Europe value?
- How do values predict discrimination in Europe?
What does Europe value?

Countries that prioritise universalism values highly tend to value power values less.

<table>
<thead>
<tr>
<th>Value Group</th>
<th>Universalism</th>
<th>Power</th>
</tr>
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<tbody>
<tr>
<td>Finland</td>
<td>0.8</td>
<td>-1.33</td>
</tr>
<tr>
<td>Spain</td>
<td>0.78</td>
<td>-1.33</td>
</tr>
<tr>
<td>Sweden</td>
<td>0.72</td>
<td>-0.97</td>
</tr>
<tr>
<td>Germany</td>
<td>0.66</td>
<td>-1.13</td>
</tr>
<tr>
<td>Estonia</td>
<td>0.63</td>
<td>-1.03</td>
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<tr>
<td>Poland</td>
<td>0.57</td>
<td>-0.66</td>
</tr>
<tr>
<td>Netherlands</td>
<td>0.57</td>
<td>-1.03</td>
</tr>
<tr>
<td>UK</td>
<td>0.57</td>
<td>-1</td>
</tr>
<tr>
<td>Denmark</td>
<td>0.55</td>
<td>-0.96</td>
</tr>
<tr>
<td>Norway</td>
<td>0.54</td>
<td>-1</td>
</tr>
<tr>
<td>Slovenia</td>
<td>0.53</td>
<td>-0.95</td>
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<tr>
<td>Ireland</td>
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<td>-0.73</td>
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<tr>
<td>Cyprus</td>
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<td>-0.94</td>
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<tr>
<td>Belgium</td>
<td>0.52</td>
<td>-0.99</td>
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<td>Croatia</td>
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<td>-0.54</td>
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<td>Bulgaria</td>
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<td>Portugal</td>
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<td>Greece</td>
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<td>Romania</td>
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<td>-0.17</td>
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<tr>
<td>Czech Rep’c</td>
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<td>-0.38</td>
</tr>
<tr>
<td>Latvia</td>
<td>0.15</td>
<td>-0.28</td>
</tr>
</tbody>
</table>
How do values predict discrimination in Europe?

Power, achievement, conformity, tradition & security values predict negative attitudes towards homosexuality, transexuality, gender equality, and other ethnic groups.

Universalism, benevolence and self-direction predict positive attitudes.
Values and leadership

Happy for a leader to be from the following groups…
Values and gay rights

Agreement that gay people should be free to live as they wish
Values and gender equality

Attitudes to gender equality in the workplace

- Men have no more right to jobs than women
- Women should not be required to sacrifice job for family
Values and discrimination

Likelihood of experiencing discrimination*

* If I live in a country that values x, how likely am I to experience discrimination?
Values and discrimination

Likelihood of witnessing discrimination*

* If I live in a country that values x highly, how likely am I to witness discrimination?
1. Values are universal
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1. How values work
2. Why values matter
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4. Some implications
Repeated engagement leads to stronger values.
“Places matter. Their rules, their scale, their design include or exclude civil society, pedestrianism, equality, diversity (economic and otherwise), understanding of where water comes from and where garbage goes, consumption or conservation. They map our lives.”

Rebecca Solnit
Threat leads people to orient towards stronger extrinsic values.
Exercise

Why does equality matter?

a) What arguments have you heard for equality issues?

b) How do these relate to values?

Groups of 3 or 4. Use the worksheets.
3. How values are shaped II

4. Some implications
Frames

What’s left in & what’s left out
Framing: some examples

Public investment vs. taxpayers money
Tax relief vs. tax cut
Charity vs. justice
Rogue trader
Nanny State
Mother Earth
What’s in a frame?

• **Who & what?**

  *Who are the characters? Who is ‘we’? What is important?*

• How do they **relate**? (Where is the power?)

  *What relationships exist? What*

• Why does this **matter**?

  *(Problems, solutions?)*
Number of credit cards is twice the general population

49% earn £20,000 and above (23% above average)

British Gay Market worth up to £6bn per year
Dear valued stakeholder,

Whatever sector you're in digital accessibility can help you reach more customers across every platform.

Digital Accessibility: Web Essentials is a new online learning course that gives your team the insight they need to make your digital content and online services accessible to as many people as possible. The course has been developed by three of the UK’s leading accessibility experts.

It's a comprehensive introduction to the basics of digital accessibility and is already being used by staff at all levels in web, IT, HR and Compliance teams.

**Five reasons to learn more about digital accessibility**

**It's good for business:**

1. Increase online traffic and sales by reaching more customers across more platforms
2. Gain competitive advantage – accessible sites are easier to use
3. Open new markets - the UK’s 12 million disabled people have a spending power in excess of £80 billion
4. Improve your brand’s integrity and reputation

**It's the law:**

5. The Equality Act 2010 requires all online sales channels to be accessible to all disabled people. What steps are you taking to minimise the risk of legal action?
“The CBI believes that there is a strong business case for increasing boardroom diversity, which helps to promote good governance and challenge "group think" mentality. Diverse boards also act as a powerful driver for innovation and creativity, and provide a better reflection of a firm's customer base.”

Confederation of British Industry
Framing Human rights

PIRC (2014)

PUBLIC DISCOURSE
Media, advocacy groups, blogs, speeches

FRAMES
Human rights are...

VALUES
I care about...
Put Killer in Dock
The Mirror, March 13 2013

We have a proud record of respecting human rights in Britain but people were slaughtered without mercy in Sudan. ... Britain should be a beacon to the world as a law-abiding, welcoming country. ... So we must champion respect for people everywhere and, heaven forbid, never become a haven for war criminals.
Frames

**Personal:** Architecture through which we understand and communicate the world and our values

**Political:** Cultural ‘common sense’ – hegemony
Rational Markets
Individualism vs. Community Support systems
The Commons Owned by all Equality
Participatory democracy Cooperation
Shared resources

Common-interest

Self-interest

Individualism
Competition
Markets
Moral order
Rational actors
Profit
Consumer
Individual freedom
Exercise

Framing LGBTI rights

At your tables…
3. How values develop

4. Some implications
How?
Feed-in tariffs (FiTs)

Since April 2010, the UK government supports the small-scale generation of electricity from renewable sources through a mechanism known as the Feed-in Tariff (FiT) scheme.

Despite the name, the new FiT is actually a generation tariff: generators are paid for every unit of renewable electricity they produce, whether they use it themselves or sell it to the electricity grid. Even off-grid homes with no connection to mains electricity are eligible for FiT income.

The scheme covers solar electricity (pv), wind power, hydro power and anaerobic digestion.

The FiT scheme has the potential to make renewable electricity financially very attractive for individuals and communities. To learn more about Feed-in tariffs, have a look at these Questions and Answers.

Download the Feed-in tariffs information sheet
CONNECT ISSUES

COMMUNITY
CHILD POVERTY
SOCIAL CAPITAL
RACISM
BIODIVERSITY LOSS
WELL-BEING AND HAPPINESS
Common Causes

– Advertising / marketing
– Time Poverty
– Alternatives to GDP
– CSR: From footprint to mindprint
– Media bias
– etc.
In conclusion…

Values impact on the issues we care about.

Intrinsic values are socially & environmentally beneficial.

Values are shaped by our lived experience.

We can, and should, collectively shape our society to solve the issues we care about.
We do this by

• Framing (telling a powerful narrative)
• Participation (creating experiences that deepen engagement)
• Internal work practices
• Working in coalition (movement building, sharing resources)
• Campaigning on Common Causes
Thanks.

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