VALUES LIST OF MILTON ROKEACH, 1973

Reference: The Nature of Human Values, M. Rokeach, 1973

This classification system was based on the result of a survey of the social psychologist, Milton Rokeach that proposed a list including two sets of values, the terminal values and instrumental ones: Terminal Values refer to desirable end-states of existence; the goals that a person would like to achieve during their lifetime and may vary among different groups of people in different cultures. Instrumental Values refer to preferable modes of behavior. These are preferable modes of behavior, or means of achieving the terminal values.

**Terminal Values**
A world at Peace (free of war and conflict)
Family Security (taking care of loved ones)
Freedom (independence, free choice)
Equality (brotherhood, equal opportunity for all)
Self-respect (self esteem)
Happiness (contentedness)
Wisdom (a mature understanding of life)
National security (protection from attack)
Salvation (saved, eternal life)
True friendship (close companionship)
A sense of accomplishment (a lasting contribution)
Inner Harmony (freedom from inner conflict)
A comfortable life (a prosperous life)
Mature love (sexual and spiritual intimacy)
A world of beauty (beauty of nature and the arts)
Pleasure (an enjoyable leisurely life)
Social recognition (respect, admiration)
An exciting life (a stimulating active life)

**Instrumental Values**
Ambitious (Hard-working, aspiring)
Broadminded (Open-minded)
Capable (Competent, effective)
Cheerful (Lighthearted, joyful)
Clean (Neat, tidy)
Courageous (Standing up for your beliefs)
Forgiving (Willing to pardon others)
Helpful (Working for the welfare of others)
Honest (Sincere, truthful)
Imaginative (Daring, creative)
Independent (Self-reliant, self sufficient)
Intellectual (Intelligent, reflective)
Logical (Consistent, rational)
Loving (Affectionate, tender)
Obedient (Dutiful, respectful)
Polite (Courteous, well-mannered)
Responsible (Dependable, reliable)
Self - controlled (Restrained, self discipline)
**VALUE DESCRIPTORS**

The following descriptions attempt to name and define specific values that might be held by individuals. This is only a partial list. There are many kinds of values.

<table>
<thead>
<tr>
<th>Value</th>
<th>Description</th>
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<tbody>
<tr>
<td>Aesthetic:</td>
<td>... the appreciation of form, composition, color or sound through the senses.</td>
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<tr>
<td>Cultural:</td>
<td>... pertaining to the continuation/preservation of human knowledge, beliefs, values, art, customs, etc.</td>
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<tr>
<td>Ecological:</td>
<td>... the maintenance of the integrity of natural living systems.</td>
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<tr>
<td>Economic:</td>
<td>... the use and exchange of money and materials.</td>
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<tr>
<td>Educational:</td>
<td>... concerning the accumulation, use, and communication of knowledge.</td>
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<td>Egocentric:</td>
<td>... pertaining to a focus on the individual; personal self-satisfaction and fulfillment.</td>
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<tr>
<td>Ethical/Moral:</td>
<td>... pertaining to present and future responsibilities, rights and wrongs, and ethical standards.</td>
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<tr>
<td>Health:</td>
<td>... the maintenance of positive human physiological conditions.</td>
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<tr>
<td>Legal:</td>
<td>... pertaining to laws, rules, and regulations; the making of, respect for, and enforcement of laws.</td>
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<tr>
<td>Political:</td>
<td>... the activities, functions, and policies of governments and their agents.</td>
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<td>Recreational:</td>
<td>... pertaining to leisure activities.</td>
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<tr>
<td>Religious:</td>
<td>... the use of belief systems based on faith; dogma.</td>
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<tr>
<td>Scientific:</td>
<td>... concerning those attributes associated with empiricism and empirical research.</td>
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<tr>
<td>Social:</td>
<td>... pertaining to shared human empathy, feelings, and status; an interaction of humans.</td>
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A new world ethic of sustainability

Reference: Adapted from IUCN, UNEP and WWF 1991, Caring for the Earth: A strategy for Sustainable Living

Caring for the Earth called for “a new world ethic of sustainability” based upon two interdependent sets of principles – one related to our responsibility to care for nature (or ecological sustainability) and another related to our responsibility to care for each other (social justice), with four principles in each group:

**People and nature: ecological sustainability**

*Interdependence:* People are a part of nature and depend utterly on her. We should respect nature at all times, for nature is life. To respect nature means to approach nature with humility, care and compassion; to be frugal and efficient in resource use; to be guided by the best available knowledge, both traditional and scientific; and to help shape and support public policies that promote sustainability.

*Biodiversity:* Every life form warrants respect and preservation independently of its worth to people. We should preserve the complexity of ecosystems to ensure the survival of all species, and the safeguarding of their habitats.

*Living lightly on the earth:* We should take responsibility for their impact on nature. We should maintain ecological processes, the variety of life, renewable resources, and the ecosystems that support them. We should use natural resources and the environment carefully and sustainably, and cooperate to restore degraded ecosystems.

*Interspecies equity:* We should treat all creatures decently, and protect them from cruelty and avoidable suffering.

**People and people: social justice**

*Basic human needs:* The needs of all individuals and societies should be met, within the constraints imposed by the biosphere; and all should have equal opportunity for improving their lot.

*Inter-generational equity:* Each generation should leave to the future a world that is at least as diverse and productive as the one it inherited. To this end, nonrenewable resources should be used sparingly, renewable resources should be used sustainably, and waste should be minimized. The benefits of development should not be consumed now while leaving the costs to the future.

*Human rights:* All persons should have the fundamental freedoms of conscience and religion, expression, peaceful assembly, and association.

*Participation:* All persons and communities should be empowered to exercise responsibility for their own lives and for life on earth. Thus everyone must have full access to education, political enfranchisement and sustaining livelihoods, and be able to participate effectively in the decisions that most affect them.