

# Common Cause

**A Guide to Values and Frames for Educators, Campaigners, Community Organisers, Civil Servants, Fundraisers, Academics, Social Entrepreneurs, Activists, Funders, Politicians, and Everyone in Between**

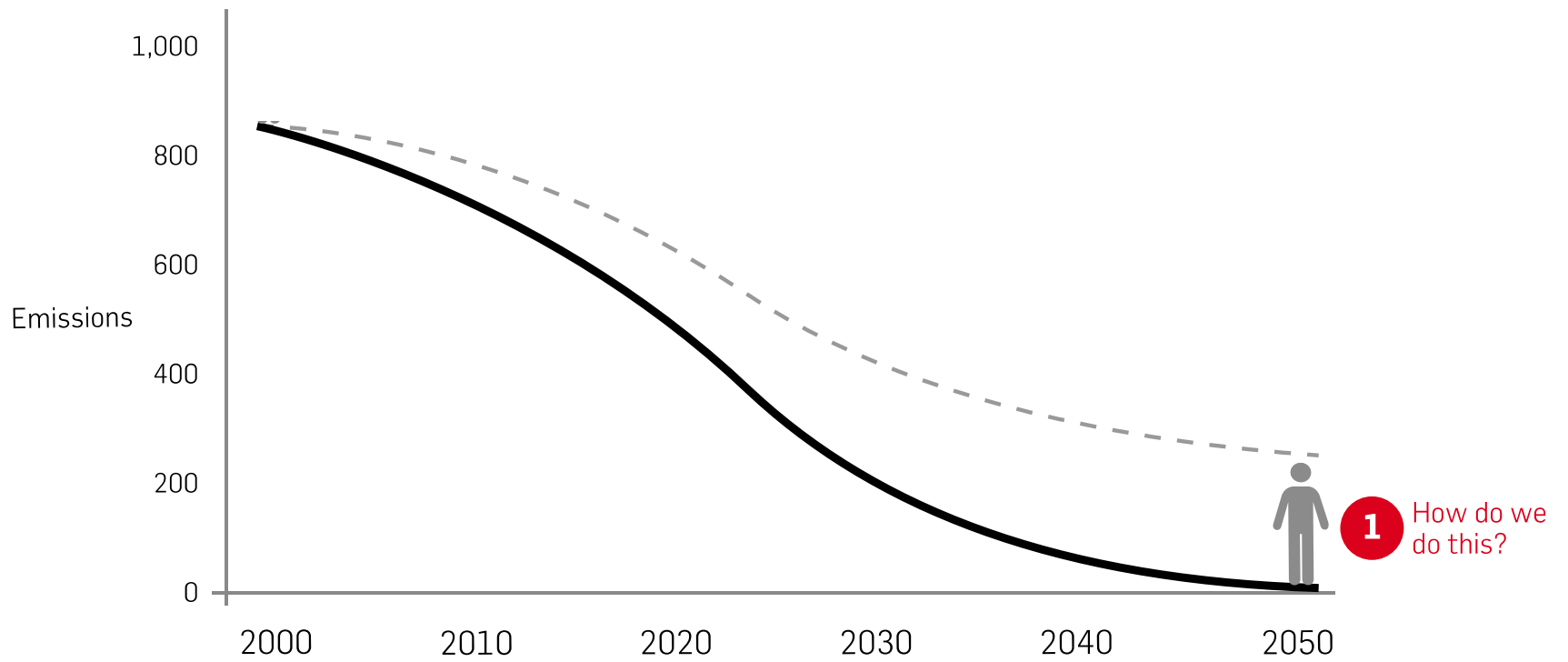
**Public Interest Research Centre, UK**



# Exercise

What do you value in life?

Share with your neighbour....





Problems

**Values help us answer  
the **big** question:**

How do you widen, deepen &  
maintain public commitment to  
bigger-than-self issues?

EDUCATION

DISABILITY RIGHTS

1. How values work
2. Why values matter
3. How values develop
4. Some implications



TRADE JUSTICE

EDUCATION

DISABILITY RIGHTS

- 1. How values work**
2. Why values matter
3. How values develop
4. Some implications



TRADE JUSTICE

# What are values?

The guiding principles of life

Transcend specific actions and situations

Serve as standards or criteria

Are abstract and rarely conscious



Ways of knowing

**Social  
psychology**

# Exercise

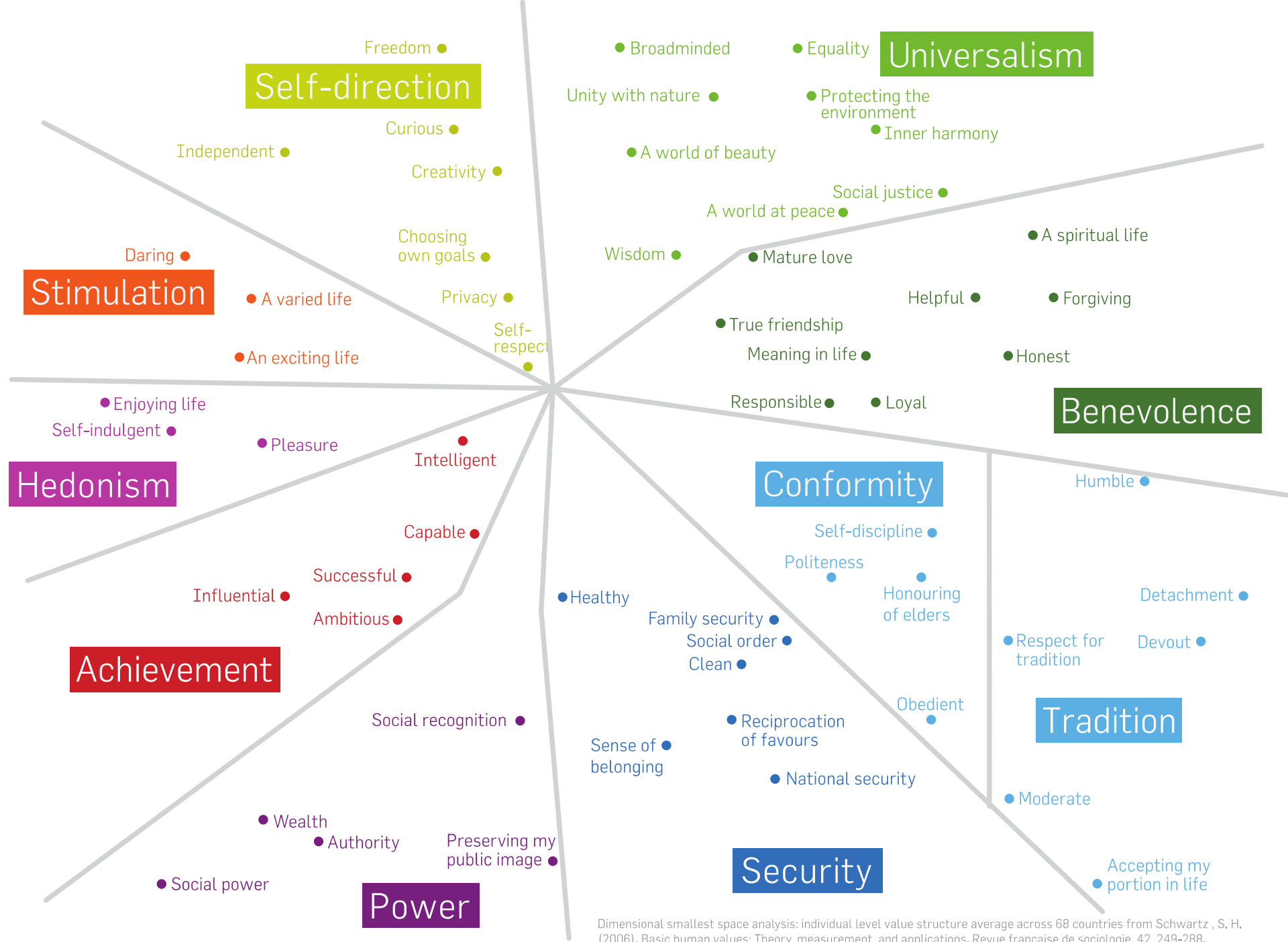
What problems are we concerned about?

Paired discussion

Now, imagine a society...

Freedom  
Broadminded  
Equality  
Unity with nature  
Protecting the environment  
Inner harmony  
Curious  
A world of beauty  
Social justice  
Creativity  
A world at peace  
Choosing own goals  
Wisdom  
Mature love  
A spiritual life  
Independent  
Daring  
A varied life  
Privacy  
Self-respect  
Helpful  
Forgiving  
An exciting life  
True friendship  
Meaning in life  
Honest  
Enjoying life  
Responsible  
Loyal  
Self-indulgent  
Pleasure  
Intelligent  
Humble  
Capable  
Self-discipline  
Politeness  
Influential  
Successful  
Ambitious  
Healthy  
Family security  
Honouring of elders  
Social order  
Clean  
Respect for tradition  
Devout  
Clean  
Sense of belonging  
Reciprocation of favours  
Obedient  
National security  
Moderate  
Wealth  
Authority  
Preserving my public image  
Social power  
Accepting my portion in life





Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz, S. H. (2006). Basic human values: Theory, measurement, and applications. *Revue française de sociologie*, 42, 249-288.



### 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.



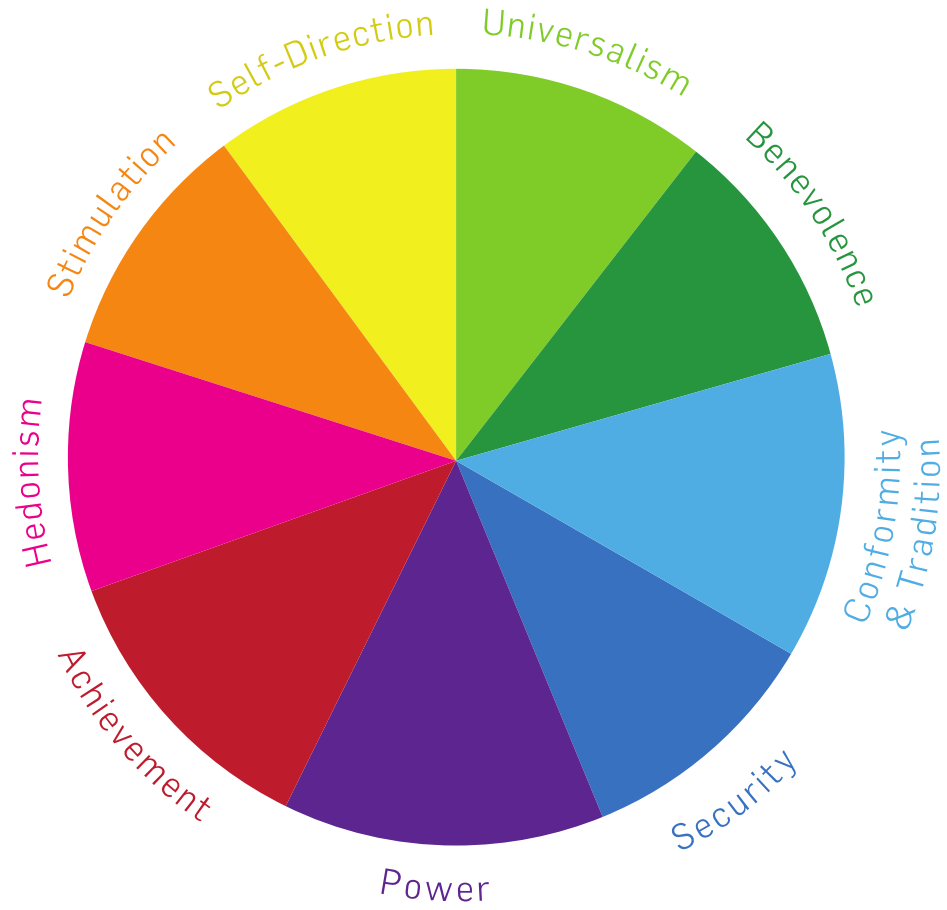
### STIMULATION

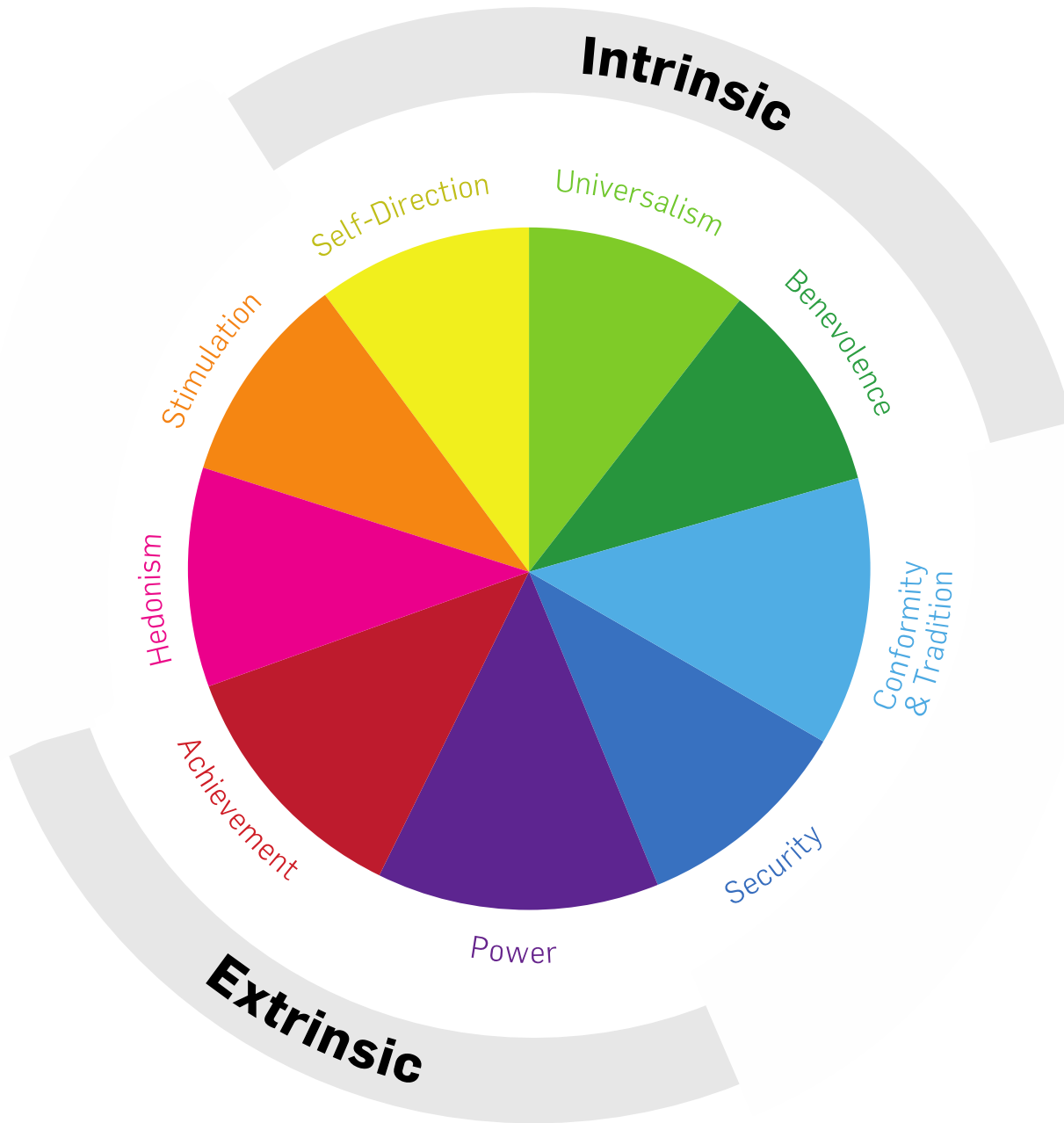
EXCITEMENT, NOVELTY AND CHALLENGE IN LIFE.



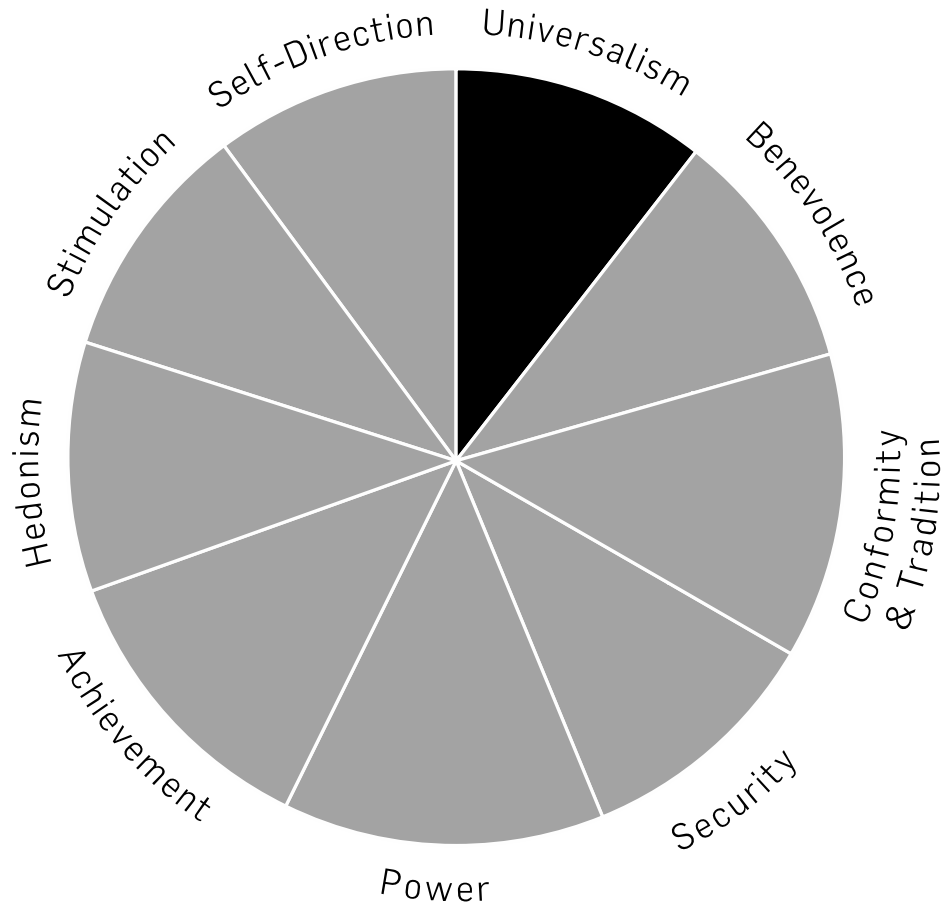
### SELF-DIRECTION

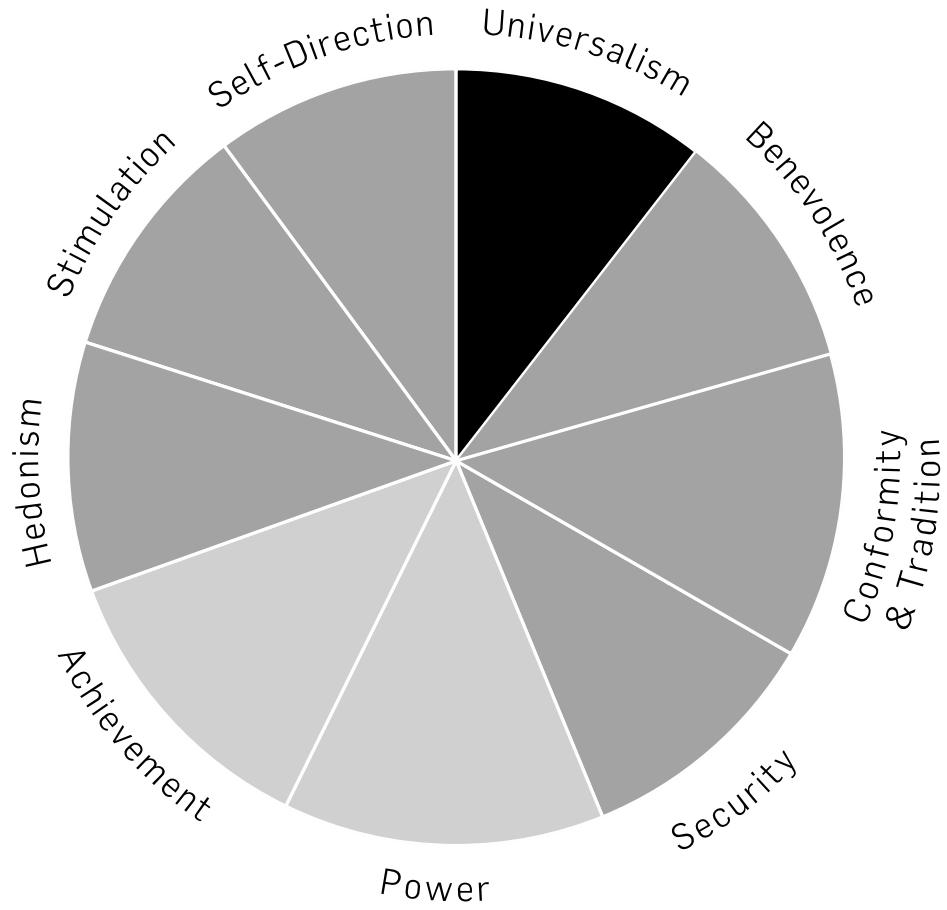
INDEPENDENT THOUGHT AND ACTION - CHOOSING, CREATING, EXPLORING.

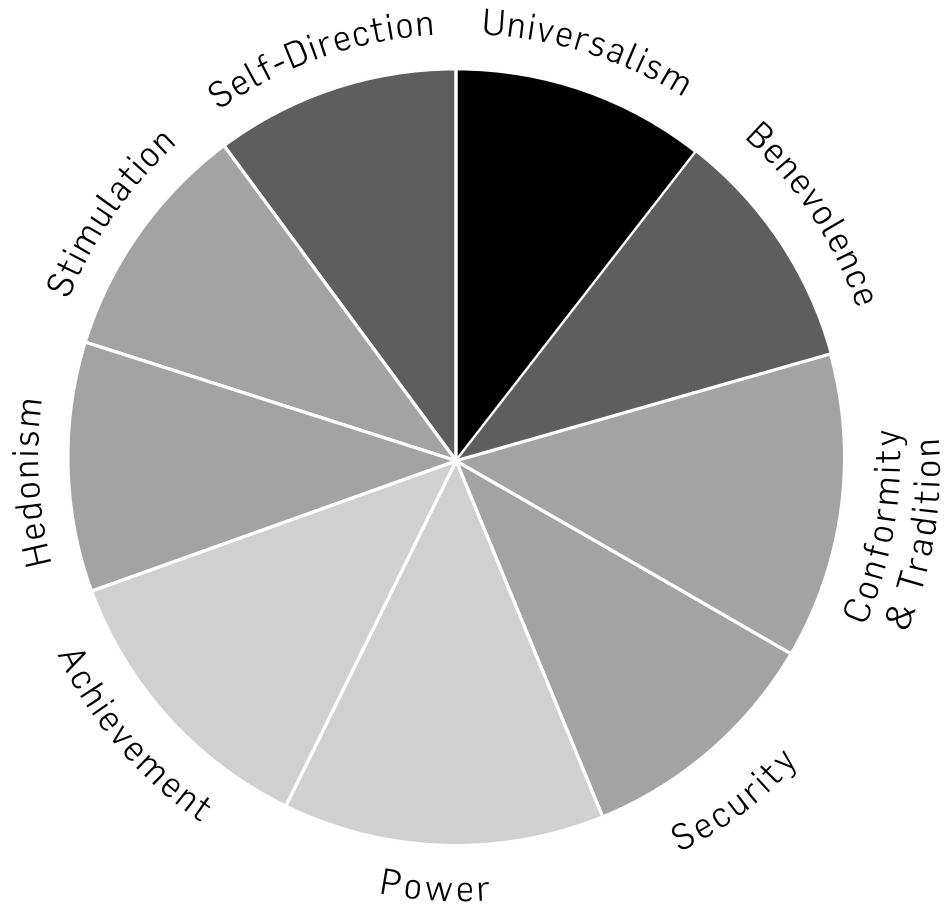












EDUCATION

DISABILITY RIGHTS

**How does this apply to  
Real World Learning?**



TRADE JUSTICE

# Spaces for change



**How we organise ourselves**



**How we engage with others**



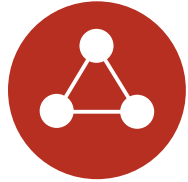
**What we call for**

# Questions – looking in the mirror of truth!

-Which values does your organisation currently promote through it's work?

- Which values do you as a person modal through your behaviour at work?

# Spaces for change



**How we organise ourselves**



**How we engage with others**



**What we call for**

# Questions

What do we value?

Do the groups and organisations we are a part of embody the values underpinning our own work?

What values are strengthened by the ways we interact with each other?

What values are we working by?



# Spaces for change



**How we organise ourselves**



**How we engage with others**



**What we call for**

# Questions

Do the messages and experiences we create embody values that are likely to motivate lasting concern about sustainability?

i.e. What values are we promoting in our work?

And what values are embedded in the ways we engage with others?

# Spaces for change



**How we organise ourselves**



**How we engage with others**



**What we call for**

# Questions

What values will the institutions, policies and practices we advocate promote?

What are the structures, institutions and policies that shape our society's values?

How are we working to change those?

**Thanks.**

COMMUNITY

HIV/AIDS

SOCIAL CAPITAL

[valuesandframes.org](http://valuesandframes.org)  
and Share Zone

TRADE JUSTICE

FUEL POVERTY

**Time to conclude!**