

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

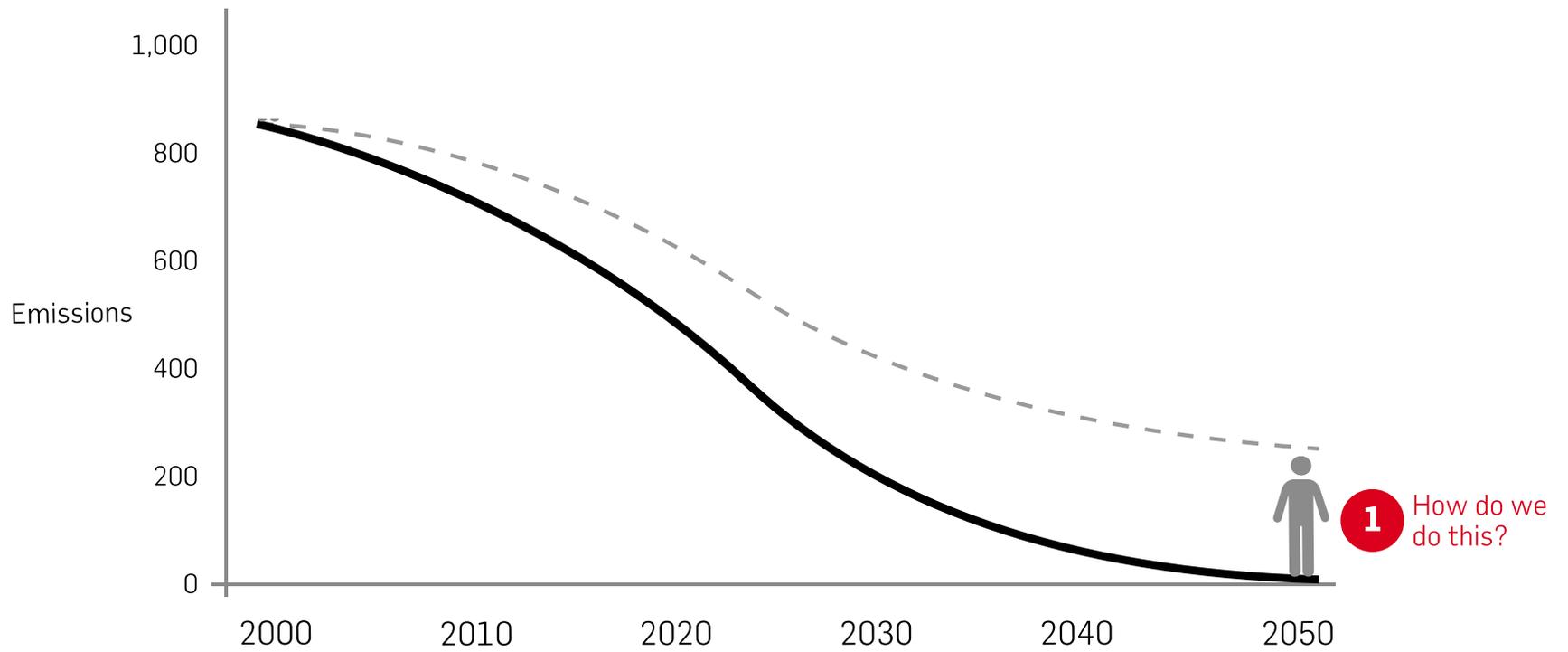
Public Interest Research Centre, UK



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

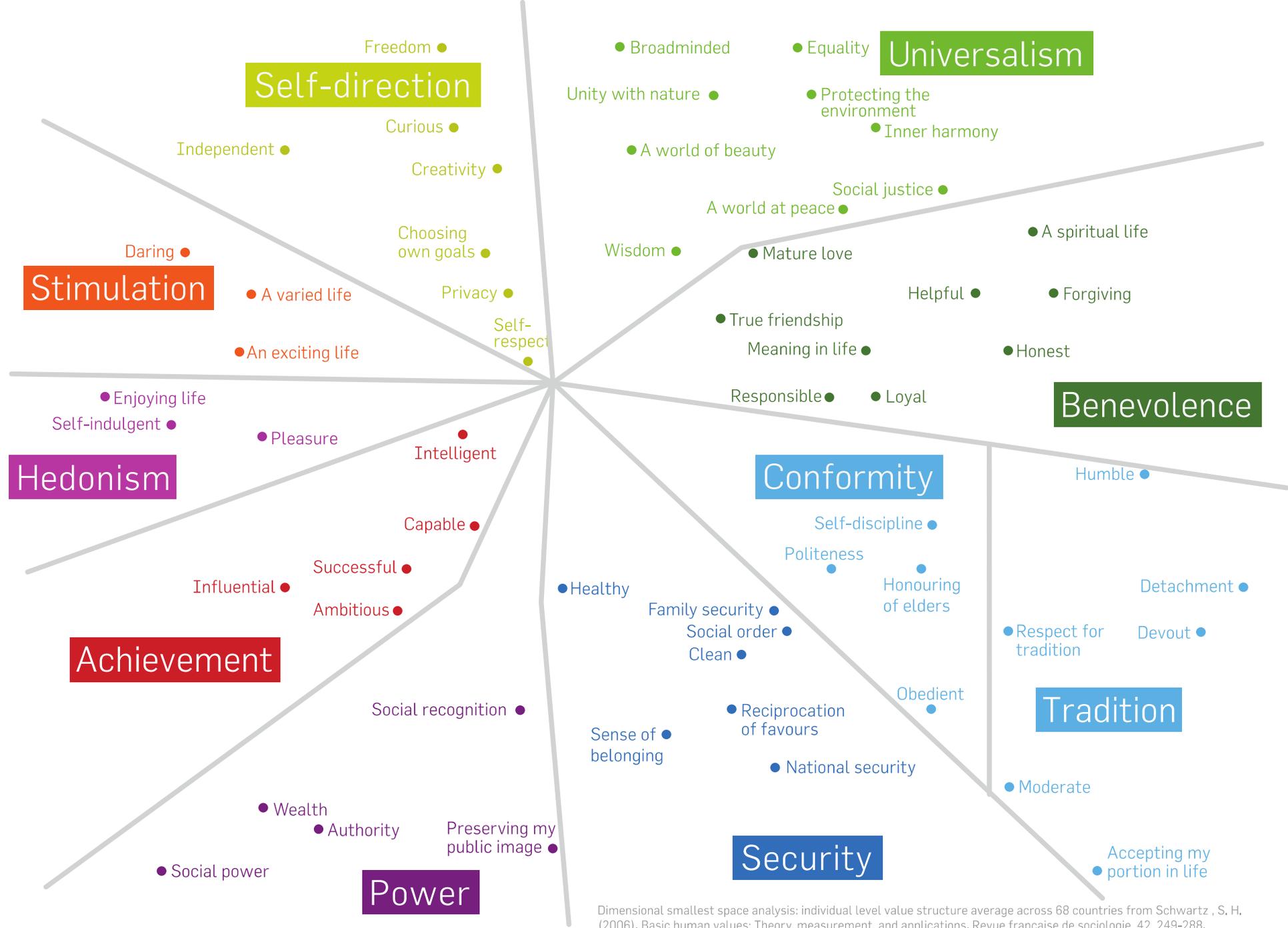
What problems are we concerned about?

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
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.



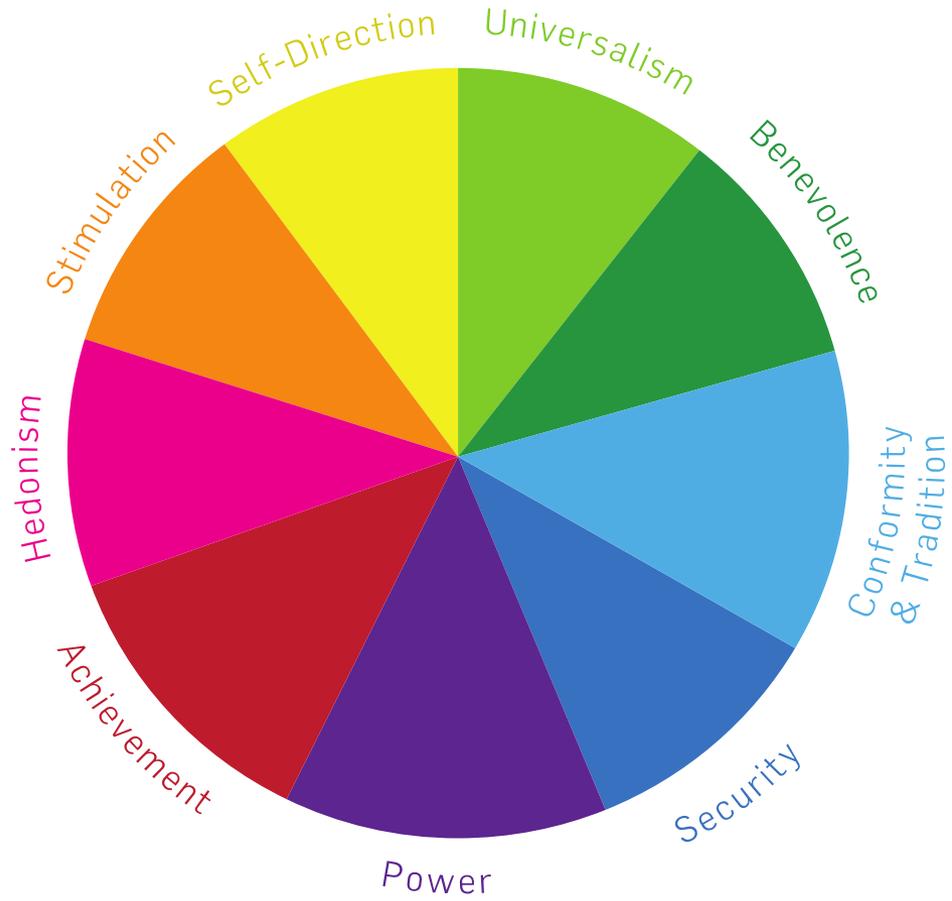
STIMULATION

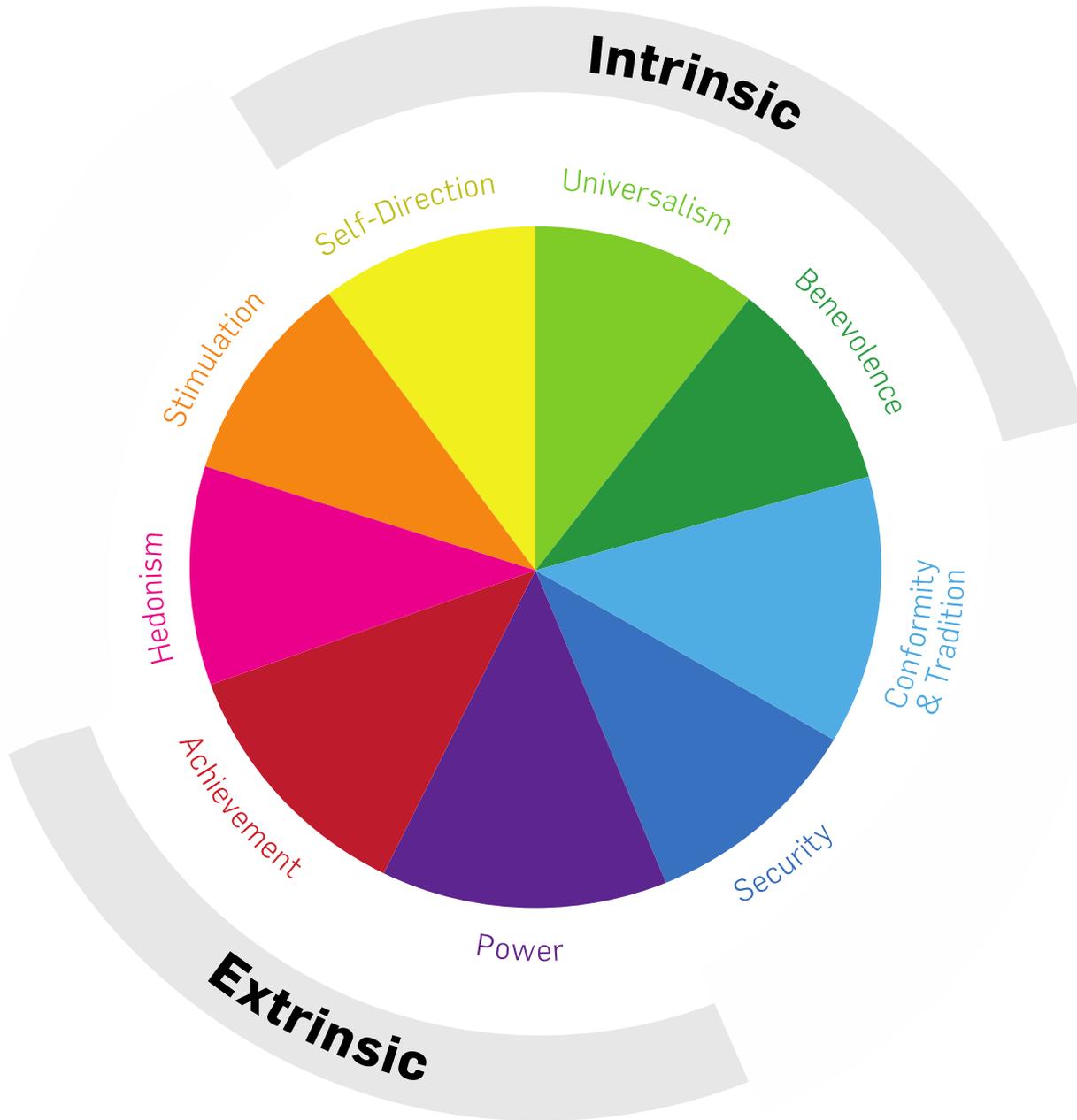
EXCITEMENT, NOVELTY AND CHALLENGE IN LIFE.

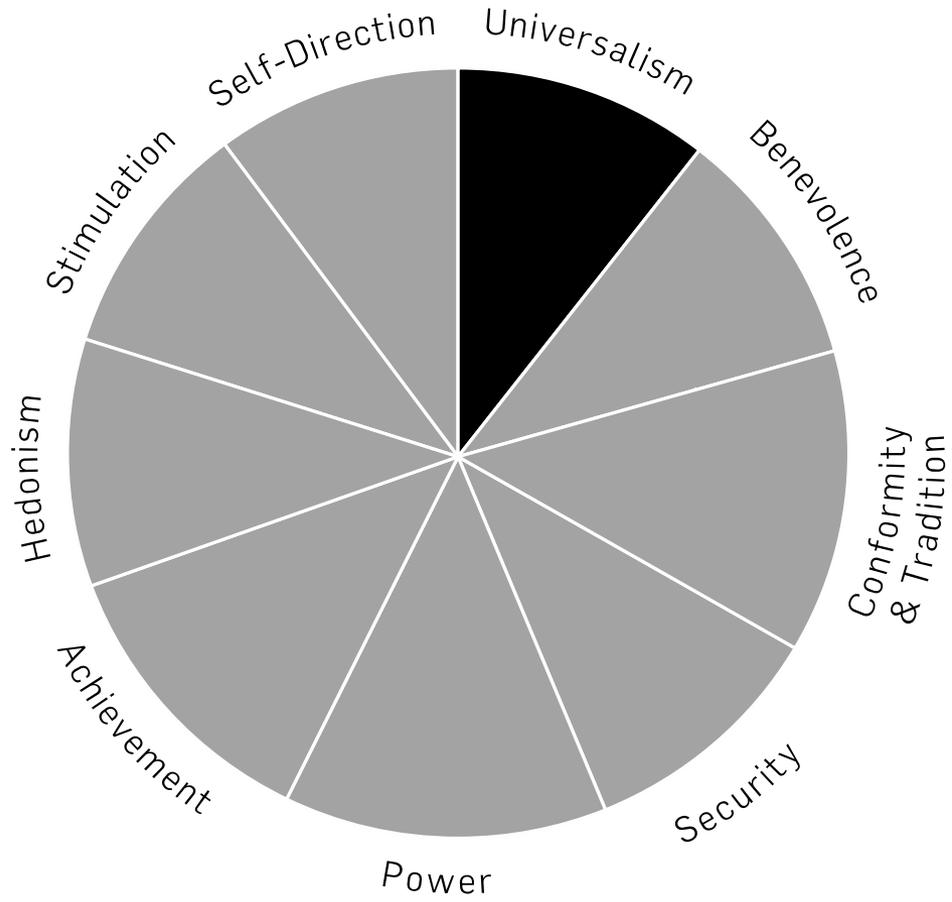


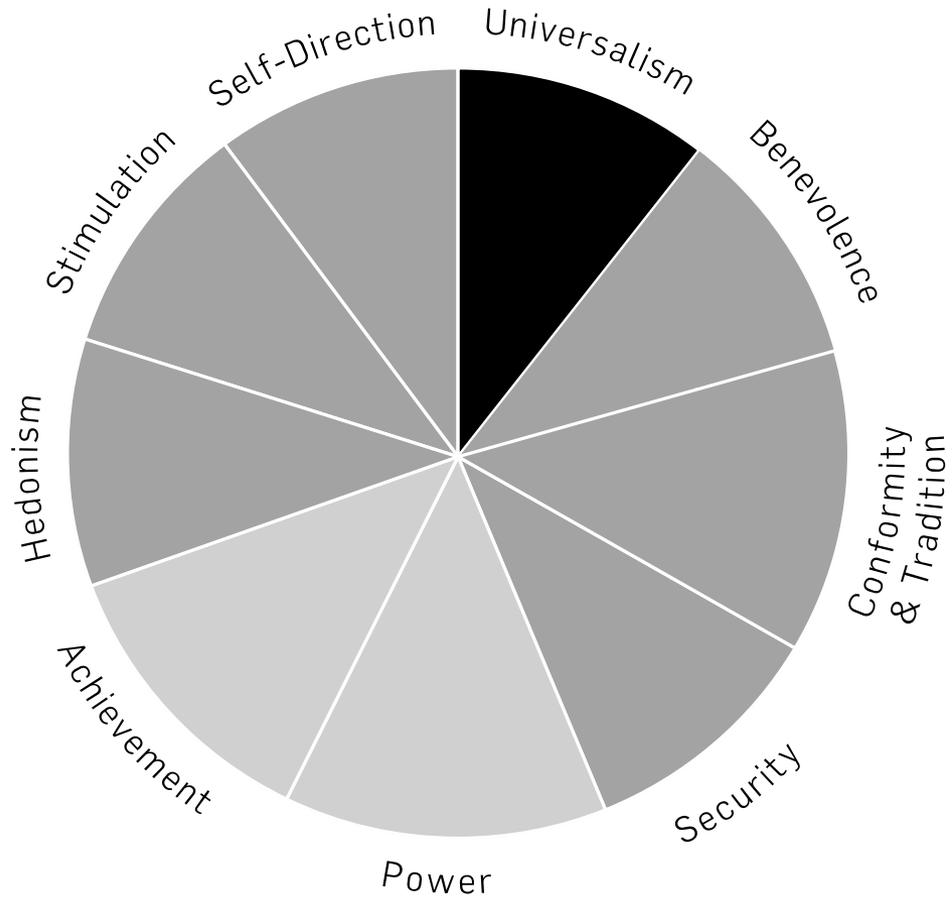
SELF-DIRECTION

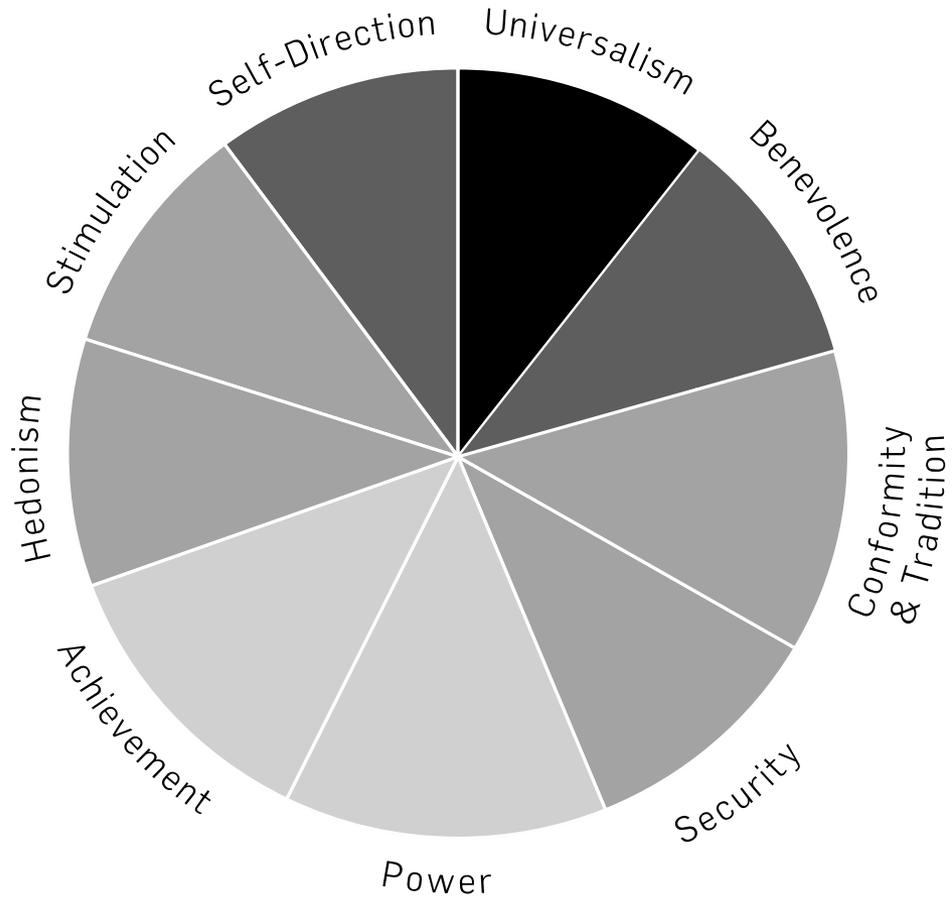
INDEPENDENT THOUGHT AND ACTION - CHOOSING, CREATING, EXPLORING.











EDUCATION

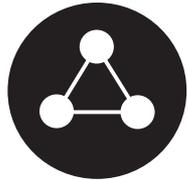
DISABILITY RIGHTS

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



TRADE JUSTICE

Spaces for change



How we organise ourselves



How we engage with others



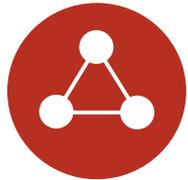
What we call for

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

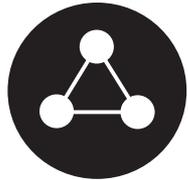
What do we value?

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

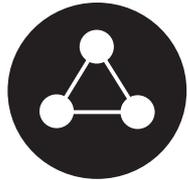
Questions

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
and Share Zone

TRADE JUSTICE

FUEL POVERTY

Time to conclude!