



## • **Traditional/Secular-rational values**

The Traditional/Secular-rational values dimension reflects the contrast between societies in which religion is very important and those in which it is not. A wide range of other orientations are closely linked with this dimension. Societies near the traditional pole emphasize the importance of parent-child ties and deference to authority, along with absolute standards and traditional family values, and reject divorce, abortion, euthanasia, and suicide. These societies have high levels of national pride, and a nationalistic outlook.

Societies with secular-rational values have the opposite preferences on all of these topics.

## • **Survival and Self-expression values**

The second major dimension of cross-cultural variation is linked with the *transition from industrial society to post-industrial societies*-which brings a polarization between Survival and Self-expression values. The unprecedented wealth that has accumulated in advanced societies during the past generation means that an increasing share of the population has grown up taking survival for granted. Thus, priorities have shifted from an overwhelming emphasis on economic and physical security toward an increasing emphasis on subjective well-being, self-expression and quality of life. (...)

... modernization, is not linear-when a society has completed industrialization and starts becoming a knowledge society, it moves in a new direction, *from Survival values toward increasing emphasis on Self-expression values*.

A central component of this emerging dimension involves the polarization between Materialist and Postmaterialist values, reflecting a cultural shift that is emerging among generations who have grown up taking survival for granted.

*Self-expression values* give high priority to environmental protection, tolerance of diversity and rising demands for participation in decision making in economic and political life. These values also reflect mass polarization over tolerance of outgroups, including foreigners, gays and lesbians and gender equality. The shift from survival values to self-expression values also includes a shift in child-rearing values, from emphasis on hard work toward emphasis on imagination and tolerance as important values to teach a child. And it goes with a rising sense of subjective well-being that is conducive to an atmosphere of tolerance, trust and political moderation. Finally, societies that rank high on self-expression values also tend to rank high on interpersonal trust.

*Ronald Inglehart; Wayne E. Baker; Modernization, Cultural Change, and the Persistence of Traditional Values, ASR 2000, Vol 65,1 pp. 19-51*