

## Enquiry of Unique Human Values: A Systematic Literature Review

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### Abstract

The concept of human values has been in the fields of psychology, philosophy, ethics, social sciences, health, environmental management and business. However, this overabundance of research in different fields resulting in different values, measuring methodologies and instruments, conspicuously showing the lack of agreement on its content and structure. Thus in this study, review is presented on values concepts, its diverse categories and lack of consensus on uniqueness of human values among researchers. The importance and need of such investigation is not only highlighted, but also carried out by performing systematic literature review (SLR) on human, individual or personal values (H-I-P). In particular, the range of values for H-I-P is identified and enlisted from the literature and convert these explicit, implicit and conceptual duplication to unique values by applying constant comparison and memoing techniques of grounded theory. Finally these unique H-I-P values are grouped and classified, based on common characteristic and existing literature. This values list not only integrates scholars by providing foundation of unique H-I-P values, but also act as a reference list of values contents, for futuristic research.

**Keywords:** Human values, systematic literature review (SLR), unique values, values contents Human or individual or personal (H-I-P) values, grounded theory

### 1. Introduction

There has been a plethora of research related to the conceptualization and contents of values in literature which represents different perspectives such as culture, organization, work, and human values (Florea L. et al., 2012; Allodi, 2010; Davidov et al., 2008a; Michele et al., 2008; Ann & Peter, 2009; Feldman, 2003; Inglehart and Baker, 2000). These values contents and its representation generate more complex, but interactive nature that needs to be understood and examined separately for each (Suar and Khuntia, 2010; Schwartz and Boehnke, 2004; Jaffe and Scott, 2004; Sontag and Schlater, 1995). In this regard, human values are the focus of this study as the values are personal and social psychological constructs related to human that has been expressively documented in literature (Schwartz, 2011; Friedman et al. 2008; Feather, 1988).

Values are related to beliefs, which can be developed by experiences, education and through social interaction (George, 2003; Schwartz and Bilsky 1987). They very much act like a motivational force which leads to attitude, actions and behavior (Alas, 2006; Gini, 2004; Friedman et al., 2008). Moreover, few scholars believe that values are philosophy whereas mostly relate them with belief, goals, concept, principle, moral obligation, duties, needs and preferences that cultivate one's attitude (Li et al, 2012; Choi and Totten, 2011; Schwartz, 2005; George, 2003; Friedman et al., 2008). In this study, values are defined as 'the beliefs and a set of principles that sets the criteria, based on event and situation, to educate and guide actions that develop the attitude and behavior. These personal values not only enhances the behavior in ethical way, but also has strong influence on decision making in the business and organization strategic thinking, policy development, quality establishment and management practices.

In this regard, different measuring instruments have been developed for these values in a wide range, conspicuously showing the lack of agreement on the common, standard and unique contents of values and its structure as well (Friedman et al. 2008; Jurikewicz & Giacalone, 2004, Schwartz and Boehnke, 2004; Jaffe and Scott, 2004; Hofstede, 1993, 2001; Crace and Brown, 1995; McDonald and Gandz, 1992; Rokeach, 1973). To understand the uniqueness and insight of values, it is relevant to review the values and their contents published in different fields such as psychology, anthropology, business ethics, health, tourism and management. In particular, this study focuses on the identification and enlisting of range of human, individual or personal, hereafter referred in this study as H-I-P values, from the literature and eliminating the explicit and implicit conceptual duplication to unique values by applying Grounded theory's constant comparison and memoing techniques.

In this context, this paper presents SLR on H-I-P values based on computer search in six databases, namely, Emerald, Sage pub, Springer Link, Science Direct, ACM and JSTOR. To ensure comprehensiveness of the search, manual search, related to values, to find the values inventories are also included. This paper is organized in the following sections: In Section II, background and existing literature related to values are reviewed. Next, research methodology for systematic literature review (SLR) and scope of research is discussed in Section III; Section IV and V consist of results and discussion in detail. In Section VI consists of threats to validity and

finally conclusion is illustrated in section VII.

## **2. Background**

Many scholars situate the values definition in different ways, such as Rokeach (1973) define values as ‘an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence’. Similarly, Meglino and Ravlin (1998) delineate values as ‘Values specify an individual's personal beliefs about how he or she 'should' or 'ought' to behave towards social environment’ and Kluckhohn (1951) elaborate this as ‘A value is a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable, which influences the selection from available modes, means, and ends of action’. More recently, values beyond this basic understanding of values, they are also defined in terms of applicability of different situations as “desirable, Tran-situational goals, varying in importance, that serve as guiding principles in people’s lives” (Schwartz, 1994: 21).

Values conceptualization differs in contents, structure and the process through which they formulate and interact with enduring events, resulting in the various scales and contents of H-I-P values that engender hindrances in advancement and progression. In this context, values background and its related review is conducted on two stages; first stage explained review studies related to values conducted by scholars, that constitute three in total, and second stage consisted of discussion on different listing of values by involving literature and providing results of an existing study by Mills et al (2009) as evidence. The first stage in rationalization of values background, consist of three reviews studies. First review is conducted by Sontag and Schlater (1995), who reviewed values literature related to clothing. He developed a model and named it as focus and subject-object inclusion that consist of a Matrix of two-dimensional table. This matrix consisted on vertical axis which sub-classify into content, structure and process as three focal points, and horizontal axis contains the subject-object inclusion as parameter that consists of three cores: subject-only, subject-object reactive and subject-objective interactive. He used this matrix to identify published articles in relation of human values and clothing buying behavior.

Similarly, Meglino & Ravlin (1998) also conducted another review on values, specifically related to behavior studies. He reviewed values concept and its role on organization studies, and identified studies that had used values as dependent, independent and moderating in nature and developed framework for analyzing values effect based on published research. Interestingly, he showed the importance of tasks and situational variables, which act as a middle layer between individual and his outcome.

Recently, Cheng and Fleischmann (2010) developed meta-inventory of human values based on the review of twelve existing published articles related to values. He described these published articles as values inventories, and based on these developed another list of values, he named meta-inventory. In other words, he defined meta-inventory as ‘list of common values from existing inventories’. Finally, he proposed a meta-inventory consist of sixteen values based on 12 existing inventories.

Although, studies shown above are related to literature of values, however, they lacks in unique listing of values. As first study presented by Sontag and Schlater (1995) focused on measuring the influence of values on the selection of cloths using existing value list, but lacks in providing the values list specifically. Similarly, study conducted by Meglino & Ravlin (1998) focused only on behavior and was limited data source for literature review from year 1987-1997. Moreover, the third study, Cheng and Fleischmann (2010) related to meta-inventory of human values that have few threats and limitations of his work related to selection of values list, and methodology for developing the meta-inventory. In the context of values selection, author used work, organization, workplace spirituality values and human values, resulted in total of 12 values inventories to generate the new list of meta-inventory. Whereas it is evident from the literature that value cannot enforcedly relate to the upholding of human values, as values are enduring beliefs, inner construct of human and aligned in the organizations and culture (Schwarz, 2006, 2011, ). In other words, values are personal beliefs and concept, which is relatively stable and important to understand and aligned by scholars in numerous researches with culture and organizations values (Aaron Cohen et al, 2011; Melissa L. Gruys et al, 2008; Westerman and Vanka 2005; McDonald and Gandz’s, 1991). In this stream, based on the findings from the study of Posner and Schmidt (1993), it can be argued that personal values are more important than an organizational values understanding to improve attitude and behavior. Another limitation of Cheng and Fleischmann (2010) wok is related to the values that exist with multi labels in literature such as personal, individual and consumer values, and only inventory based publication were selected for development of human values, so it is possible that they may ignore some important human values listed in other published articles, which could increase the comprehensiveness of the author’s identified meta-inventory.

Other than the limitation of values selection, as discussed above, methodological limitation is also observed in this study, such as author used the minimum scale of values, which found at least in five inventories, to develop the meta-inventory and exclude all other values. After critical examination of this article, it is observed that many important values such as trust, justice, security that occurred four times and similarly other values such as loyalty, respect, sense of belongingness, self-discipline and especially power which is more related to

empowerment, exist three and two times were excluded. Whereas it is evident from literature that these values have been listed and emphasized in different articles, which challenge the completeness and comprehensiveness of meta-inventory of human values.

In addition to the first stage of values background, as discussed above, in second stage results of existing study of Mills et al (2009) is to support the notion of lack of consensus in the values items and categories, to say values contents. In this context, authors form a table that consist of values contents and types that include the work of Rokeach (1973), McDonald and Gandz (1992), Hofstede (2001), Schwartz (2004), Jaffe and Scott (2004). They describe the detail work of each author by listing their values and its types for comparison and found variation in them. He found that the five studies he included resulted in different number of values such as Rokeach provides 36 terminal and instrumental values, Schwartz (1994) provides 56 values and classified them into 10 motivation values types and four classifications, Jaffe and Scott (2004) provided 40 values with 6 categories and McDonald and Gandz (1992) provides 21 values and Hofstede (1993, 2001) describes 36 values.

Based on discussion above, it is argued that values and its types are varying, specifically in meaning and concepts. This emerged the lack of consensus among scholars on unique value (distinct in meaning and concept, implicitly and explicitly) that turn into the challenge for the communal agreement among the practitioner and researchers which need to be resolved (Cable and Edwards, 2004; Ravlin and Meglino, 1987; Schwartz, 2005, 2006; Smith et al, 2002). Therefore, in this paper, unique H-I-P values will be identified and enlisted, which may become an initial guideline for the researchers from academia and industry.

### **3. Research Methodology**

In order to accomplish the objective of this study, a systematic literature review (SLR) is presented. This SLR has been used in many fields such as social sciences, engineering and management (Ghanavati et al., 2011; Machuca et al. 2007; Carroll and Shabana, 2010; Tranfield et al., 2003; Wood, 2010). Actually, SLR provides a base to integrate scholars and practitioners with reliable information, which becomes the basis for decision making and rational for actions. Research methodology consists of same steps as followed by Tranfield et al. (2003) such as Review planning, Review conduction and Result reporting.

#### *3.1 Review Planning*

It is a process which is performed in order to select the papers for reviewing. Process consists of following stages.

- Research goals
- Identification of Sources
- Keyword selection

*Research Goal:* The goal of this literature review is to identify and enlist the unique H-I-P values, by reviewing the published research related to H-I-P values published in diverse journals in past decades.

*Identifying the Sources:* To accomplishment the goals of this paper, six databases were searched such as Emerald, Springer-Link, Science Direct, JSTOR, ACM Digital Library and Sage pub. The research is focus on journals and also few recent conferences proceedings related to values to ensure the comprehensiveness.

*Identifying the Keywords:* By considering the research goal, keywords are identified such as : Human Values, Individual values, Personal Values and values in general which will assist in building the queries for paper selection from the databases. Selection of abstract keywords is intentionally buildup, so that maximum published papers from diverse journals can be accessible.

Review conduction and Review results steps of SLR are further categorized into four steps, such as extraction of dataset from database, examining the articles critically and enlisting the range of H-I-P values, identification and synthesis of explicit and conceptual data unit's (values) duplication and value grouping and classification, as shown in *Figure 3*

#### *3.2 Review Conduction*

##### *Step 1: Extraction of dataset from database*

As shown in *Figure 3*, it comprises of query selection, inclusion and exclusion criteria and building the initial dataset, which are explained below.

*Query selection:* The six strings has been used as abstract query for the objectives of this study which are following; (String 1: "Human Values" with filtration of [Title + Abstract + Keywords], String 2: "Individual Values" with filtration of [Title + Abstract + Keywords] and String 3: "Personal Values" with filtration of [title + Abstract + Keywords]). As some search engines has their customize interfaces with advance search option, so filtration is also used and customized accordingly.

*Identifying the inclusion and exclusion criteria:* An Exclusion criterion used for this study is consist of three levels. First level, papers related to table of contents or workshops, as paper "Type", are excluded from the dataset. Second level is related to checking each of the paper based on keywords. Therefore, if the paper found does not consist of any of the keywords ("Human Values" OR "Individual Values" OR "Personal Values"), then that paper is tagged as "Stage 2-NO (Exc. criteria)" and it is excluded from the dataset fosters exclusion criteria. All the papers, which must have the above keywords, are tagged as "Stage 2-YES (Inc criteria)", becomes the

inclusion criteria. Similarly the papers, for which it was unsure on H-I-P values, also included so that after detail reading (second level), those papers may be excluded or included. Finally, papers which are related only with organizational values or cultural values also excluded from this study. The third level of exclusion criterion refers to all those papers, which discussed the importance of values for the H-I-P values, but not specifying the values. Finally, exclusion criterion also refers to all those papers, which discussed the importance of H-I-P values, but not specifying the values itself, and those papers, which repeats in different databases.

In addition to the details of exclusion criteria, inclusion criteria is based on thorough review of papers, and included all those papers, which have mentioned the H-I-P values. Those published papers which discussed even at least two H-I-P values are also considered. Finally, those articles are included which are from journals and recent conferences published in English language.

*Building the initial dataset:* Based on the keywords and queries described above, ACM Digital Library searched first which yielded (83) papers. After this, Springer-Link resulted (571), similarly Sagepub, Science Direct and Emerald databases explored via same keywords and queries which resulted (591), (1041) and (344) respectively. At the end, (393) papers found while searching in JSTOR. After carrying out the search from the databases, initial dataset is reviewed based on inclusion and exclusion criteria, as discussed above, to decide whether papers should remain in or excluded from the dataset. In this perspective, inclusion and exclusion criteria levels, as mentioned in Table 1, are tagged with stage 2-YES (Inc criteria), stage 2-NO (Exc. criteria), stage 3 YES (Inc criteria) and stage 3 NO (Exc criteria). The tag stage 2-Yes (Inc. criteria) means those papers, which analyzed in detail (abstract and content) based on stage 1-YES (Inc. criteria) and found H-I-P values in them, for the decision to embrace in dataset. And tag stage 2-NO (Exc. criteria) are those papers, which analyzed in detail (abstract and content) based on stage 1-YES (Inc. criteria) and no H-I-P values found in them, resulted in rejection and excluded from dataset. Moreover, stage 3-YES (Inc criteria) refer to papers that contained values or values list and finally selected for review in this study, whereas stage 3 NO (Exc criteria) shows all the excluded and rejected papers. Table 2 shows the statistics of papers found against each of the databases based on initial inclusion and exclusion criteria.

Stage 3-YES (Inc criteria) shows the final three hundred seventy articles selected for this study, based on above criterion, and have been categorized in the following areas: Education, Ethics, Production and Operation Management, Human Resource, Food, Social Science, Marketing, Management, Administration, Policy Development, Environment, Psychology, Business, Health, Tourism, Services concerned, Information Technology, Organizational Behavior, Economics and others. Table 2 shows a summary of number of articles based on area and journal title.

## **4. Results**

### *4.1 Result Reporting*

This section contains examination and results according to the objective of this study as indicated above (Review Planning: Research Goals).

#### *Step2: Examining the articles critically and enlisting the range of H-I-P values*

This step as shown in Figure 1 consists of examining the articles and listing the H-I-P values from the selected papers. The detail list of H-I-P values with their related references is presented in Figure 2, which consists of two columns: H-I-P values and references. It is to be notified that the references, author names and year, for this table is mentioned in numbers style due to space limitation and are detailed in appendix.

#### *Step 3: Identification and synthesis of Explicit and Conceptual Data Unit's (values) Duplication*

Enlisting the unique values, grounded theory's constant comparison and memoing techniques are used in this step. Before applying the grounded theory, brief explanation is presented to explain the two important questions; what grounded theory is and why it is used.

*Grounded Theory:* This theory proposed by Glaser (1992), who explained its usage for analysis and to build the theories on the basis of data taken from the social world and are grounded in one's daily experiences and actions (Knigge et al, 2006). In this regard, theory emphasizes on the approach that is systematic for data collection, its handling and its analysis (Douglas, 2003). Therefore, this paper also adopted this systematic approach to analyze values and adapted its two main techniques, constant comparison, and memoing, for analysis. Coding generally refers to the conceptual integration of data; more specifically, it comprises of techniques such data inquiring, comparison among the data units to position the data, and using these to form dimensions (Corbin and Strauss, 2008). In this regard, some authors detailed these concept as "the process of defining what the data is about", "deriving and developing concepts from data" and "codes capture patterns and themes and cluster them under an evocative title" (Bryant et al., 2010; Corbin and Strauss, 2008; Glaser, 1998).

Constant comparison technique of grounded theory is applied to identified the values that have implicit, explicit and conceptual duplication, as it can be observed from the list of values discussed in Table 3, for example, "Daring" and "Risk taking" has explicit and conceptual duplication, similarly, others are "Kindness" and "Generosity", "Power" and "Authority" are found duplicated. Table 4, explains all the duplicated values with their status of retaining and removing from the list. Furthermore, it consists of two columns; one is 'value

contained', which shows those values that are included in the list and second is the 'values removed', which shows those values that are not included in list due to explicit and conceptual duplications. For each of the values that found duplicated and are either removed or retained in the list, memos are generated not only to link them with the main list but to mention the comments and reasoning of doing modification with those values and are maintained in the master file.

#### *Step 4: Value Grouping and Classification*

The trend of grouping and classifying values is evident in the literature (Rokeach, 1973; Schwartz, 1992, 1994; Jaffe and Scott, 2004). Therefore, this study also adapted this phenomenon and classifies them based upon their common characteristics as shown in *Table 4*. The most of the classification names that are used to group values, adapted from commonly used classifications found in the existing H-I-P values literature (Schwartz, 1994; Jaffe and Scott, 2004). So resulting in the final unique values and grouping that have been used in the literature related to H-I-P values, and hereafter act as a reference list for further research.

Besides this, there are some values which are not included, as it may have very general meaning that cannot be grouped, for example, unfettered eating is for consumer values but context base. Moreover, chastity in women is very general and it appeared only once in literature, similarly, institution and relativism are object or category, so these are also not included in value grouping.

### **5. Discussion and Future Work**

Values are diverse and complex in nature that results in an argument that this notion generates the lack of consensus on comprehensive list of values. In this context, this study overcome the limitations, as discussed in background section, and make contribution to identify the range of unique values of H-I-P, by conducting a systematic literature review and using grounded theory. This eliminate the confusion on repeating values that exist in the literature by identification and removal of explicit and conceptual data unit's (values) synthesis and duplication. These unique values are more comprehensive including all the values from literature, which will be helpful for the researchers and practitioners who are working in H-I-P values to adapt and apply in any field. For example, it can be modified and used for providing awareness programs and educating people, analyzing and understanding cross-cultural society and getting human, specifically manager and employee, perceptions in specific fields of business and organization research, such as human resources management, quality management and implementation, leadership, marketing behavior, consumer, behavior, organizational behavior etc. The upcoming stream of research in this regard is to use these identified unique H-I-P values for mapping and investigating its scope on quality management implementation and organizational success.

Moreover, it is not only a today's need for the society to realize everyone's social responsibility and welfare for humankind, but also enlighten the ways for organizations and management to improve their performance and become more competitive. Moreover, values also postulate different structure, methodologies, and formulation process, specifically in relation to any context, event, policies and management practices. So to approach these context driven values, further research is also required in the areas discussed above.

### **6. Limitation**

In this study, though values related to H-I-P values are searched by following the SLR, some limitations may be ascribed to this study such as only six databases searched for H-I-P values that may effect on the final paper selection. Similarly, H-I-P values searched only as a focus of this study, so it may provoke some missing values from literature. Besides this, only English version articles included in analysis, which might affect on completeness and comprehensiveness.

### **7. Conclusion**

The values research in different fields such as psychology, philosophy, ethics, social sciences, health, environmental management and business, resulting in different values, its measuring methodologies and instruments that call the need on unique values contents and structure among the scholars. To address this issue, SLR is performed related to H-I-P values and its contents only. Thus this study reviewed the published research on H-I-P values and identifies the unique values using grounded theory. This identified unique value list will integrate scholars by providing foundation of H-I-P values, as a reference list of values contents, for futuristic research.

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Figures and Tables

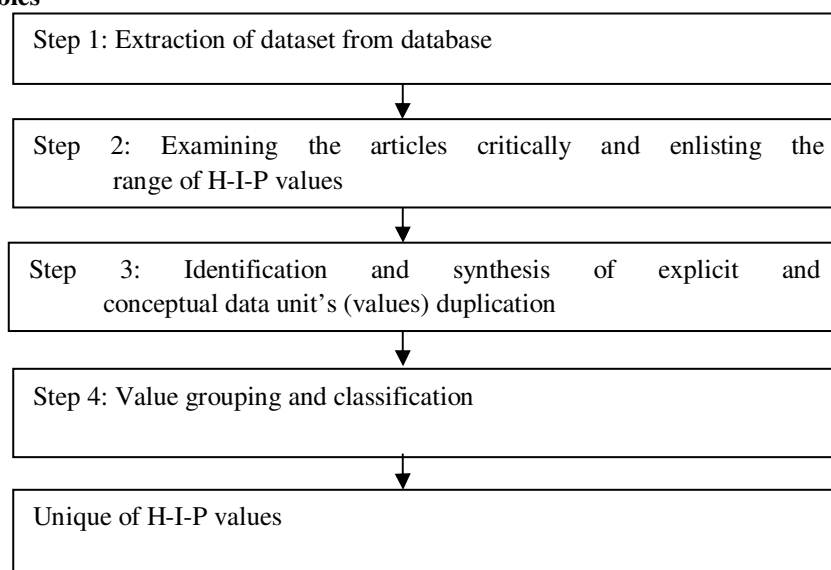


Figure 1: Steps of review conduction

Table 1: Papers Statistics for selected Databases with Inclusion and Exclusion Criteria

Databases	Paper Found	Stage 2-YES (Inc. criteria)	Stage 2-NO (Exc. Criteria)	Stage 3-YES (Inc criteria)	Stage 3-NO (Exc criteria)	Total No
Emerald	344	226	118	67	159	277
Springer Link	571	203	368	80	123	491
Science Direct	1041	341	700	89	252	952
JSTOR	393	164	229	36	128	357
ACM Digital Library	83	49	34	16	33	67
Sage pub	591	270	321	82	188	509
<b>Total</b>	<b>3023</b>	<b>1253</b>	<b>1770</b>	<b>370</b>	<b>883</b>	<b>2653</b>

Note: Paper found-refers to the total paper received against search string. Stage 2-YES (Inc criteria) refers to inclusion criteria of papers from initial dataset "paper found" and Stage 2-NO (Exc. criteria) refers to exclusion criteria of papers from initial dataset "paper found". Stage 3-YES (Inc Criteria) denotes the inclusion criteria of papers based on Stage 2-YES (Inc. criteria) and Stage-3-NO (Exc. criteria) represent to the rejected papers based on Stage 2-YES (Inc. criteria).

Figure 2: List of H-I-P Values with their related References

Daring	3, 4, 12, 17, 28, 31, 35, 36, 38, 39, 40, 41, 44, 56, 60, 61, 64, 67, 68, 74, 75, 76, 79, 80, 81, 82, 83, 84, 87, 89, 90 91, 94, 95, 96, 98, 100, 101, 105, 106, 107, 108, 109, 110, 111, 114, 117, 118, 119, 126, 128, 129, 132, 135, 136, 138, 140, 141, 143, 144, 147, 148, 151, 152, 153, 154, 159, 164, 165, 166, 171, 171, 172, 173, 174, 175, 178, 181, 183, 185, 186, 187, 188, 189, 195, 196, 198, 202, 203, 215, 218, 219, 221, 222, 225, 226, 228, 228, 229, 230, 233, 238, 240, 246, 248, 249, 260, 265, 268, 273, 274, 277, 281, 284, 285, 286, 288, 291, 294, 295, 299, 301, 302, 303, 304, 305, 306, 307, 309, 312, 314, 315, 316, 317, 318, 320, 321, 322, 321, 332, 334, 344, 345, 348, 350, 351, 353, 356, 358, 359, 361, 362, 364, 365								
Risk Taking	56, " " " " " " " " " " 265								
Fearlessness Courage	17, 24, 25, 30, 37, 56, 61, 68, 70, 75, 80, 98, 100, 102, 107, 110, 111, 114, 119, 118, 119, 130, 135, 136, 140, 143, 147, 148, 151, 153, 156, 165, 170, 174, 175, 189, 196, 198, 212, 215, 222, 229, 230, 233, 234, 260, 273, 274, 277, 295, 300, 307, 315, 350, 354,								
Excitement/ Enjoying life/ Quality of Life/ Hedonism	3, 4, 12, 34, 35, 36, 38, 39, 40, 41, 42, 44, 46, 47, 49, 53, 54, 57, 59, 60, 64, 65, 66, 67, 69, 71, 73, 74, 76, 79, 82, 83, 84, 85, 88, 90, 96, 97, 101, 105, 109, 112, 113, 115, 123, 127, 128, 129, 131, 132, 133, 138, 141, 152, 154, 159, 161, 162, 164, 166, 171, 172, 173, 178, 181, 183, 185, 186, 187, 188, 191, 195, 199, 205, 208, 209, 212, 214, 216, 218, 219, 225, 226, 228, 236, 237, 238, 240, 246, 248, 249, 253, 258, 262, 265, 266, 268, 271, 279, 281, 283, 284, 285, 286, 287, 288, 289, 291, 293, 294, 296, 298, 299, 301, 303, 304, 305, 306, 309, 310, 312, 314, 316, 317, 318, 320, 321, 322, 326, 327, 329, 331, 332, 333, 334, 335, 336, 338, 339, 343, 344, 345, 348, 351, 353, 354, 356, 358, 359, 361, 362, 365, 367, 370								
Varied life	3, 4, 12, 28, 31, 34, 35, 36, 39, 40, 41, 44, 47, 60, 64, 67, 74, 76, 79, 83, 84, 85, 88, 89, 90, 91, 94, 95, 96, 101, 105, 108, 109, 126, 128, 129, 132, 138, 152, 154, 159, 164, 166, 171, 172, 173, 178, 181, 183, 185, 186, 187, 188, 195, 218, 219, 221, 225, 226, 228, 238, 240, 246, 248, 249, 265, 266, 268, 279, 281, 284, 285, 286, 288, 291, 294, 299, 301, 302, 303, 304, 305, 306, 309, 312, 314, 316, 317, 318, 320, 321, 322, 331, 332, 334, 344, 345, 348, 351, 353, 356, 358, 359, 361, 362, 365								
Competence Skill & Knowledge	8, 24, 25, 106, 234, 313, 115, 116, 157, 190, 193, 206, 207, 217, 223, 259, 269, 270, 276, 278, 302, <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>Peaceful/ Peaceful life</td> <td>83, 313</td> <td>Peace inexpensive</td> <td>158</td> </tr> <tr> <td>Convenience</td> <td>14, 16</td> <td>Property</td> <td>310</td> </tr> </table>	Peaceful/ Peaceful life	83, 313	Peace inexpensive	158	Convenience	14, 16	Property	310
Peaceful/ Peaceful life	83, 313	Peace inexpensive	158						
Convenience	14, 16	Property	310						
Exciting life	3, 4, 12, 17, 28, 29, 30, 31, 34, 35, 36, 37, 38, 39, 40, 41, 44, 45, 47, 54, 56, 60, 64, 66, 67, 68, 70, 72, 74, 75, 76, 79, 80, 82, 83, 84, 85, 88, 89, 90, 91, 94, 95, 96, 97, 98, 100, 101, 105, 107, 109, 110, 111, 114, 117, 118, 119, 122, 126, 128, 129, 132, 135, 136, 138, 140, 143, 147, 148, 149, 150, 151, 152, 153, 154, 159, 164, 165, 166, 170, 171, 172, 173, 174, 175, 178, 181, 183, 185, 186, 187, 188, 189, 195, 196, 198, 203, 204, 215, 218, 219, 221, 222, 225, 226, 228, 229, 230, 233, 238, 240, 241, 246, 248, 249, 253, 257, 260, 262, 265, 266, 268, 271, 273, 274, 277, 279, 281, 284, 285, 286, 288, 291, 293, 294, 295, 299, 301, 304, 305, 306, 307, 309, 312, 314, 315, 316, 317, 318, 320, 321, 322, 324, 326, 327, 331, 332, 333, 334, 335, 339, 343, 344, 345, 348, 349, 350, 351, 353, 354, 356, 357, 358, 359, 361, 362, 364, 365								
Case working condition	108, 107, 221, 242, 293, 296, 352, 370. 302   Bro Spheric   311   Competition   106								

Stimulation	123, 152, 154, 164, 166, 167, 169, 171, 172, 173, 178, 181, 183, 185, 186, 187, 188, 191, 192, 195, 199, 209, 219, 225, 226, 228, 238, 240, 246, 248, 249, 255, 258, 281, 284, 285, 286, 288, 291, 299, 301, 303, 304, 305, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365
Logical/rational non-emotional	1, 17, 25, 30, 33, 36, 61, 66, 68, 70, 75, 80, 92, 100, 107, 110, 111, 114, 116, 117, 118, 127, 130, 135, 139, 142, 143, 144, 148, 151, 153, 165, 170, 174, 175, 184, 196, 198, 215, 222, 229, 230, 233, 234, 243, 260, 263, 273, 274, 275, 277, 295, 307, 315, 316, 350, 364
Intelligent Intellectual	3, 4, 8, 12, 17, 18, 28, 39, 31, 25, 26, 37, 37, 40, 41, 44, 56, 65, 61, 61, 68, 70, 75, 80, 82, 84, 125, 28, 90, 91, 94, 95, 96, 98, 100, 101, 103, 109, 113, 126, 128, 129, 132, 138, 150, 154, 159, 164, 166, 171, 172, 173, 178, 181, 183, 185, 186, 187, 188, 195, 218, 219, 224, 225, 226, 228, 231, 238, 240, 246, 248, 249, 265, 268, 270, 281, 284, 285, 286, 288, 291, 294, 294, 301, 303, 304, 305, 306, 309, 310, 312, 314, 316, 317, 318, 320, 321, 322, 223, 224, 229, 234, 244, 245, 247, 251, 252, 256, 258, 259, 261, 262, 265
wisdom	3, 4, 12, 18, 28, 28, 29, 31, 35, 36, 39, 40, 41, 44, 45, 60, 64, 64, 76, 79, 82, 84, 85, 86, 88, 90, 96, 101, 102, 109, 149, 150, 153, 154, 159, 161, 162, 171, 172, 173, 177, 178, 181, 182, 185, 186, 187, 188, 196, 204, 218, 219, 225, 226, 228, 230, 236, 238, 240, 241, 246, 248, 249, 265, 268, 270, 281, 284, 285, 286, 288, 291, 294, 294, 301, 303, 304, 305, 306, 309, 310, 312, 314, 316, 317, 318, 320, 321, 322, 323, 224, 229, 234, 244, 245, 247, 251, 252, 256, 258, 259, 261, 262, 265
Pragmatism	49, 265, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365
Local/Global/Individual/Relativism	1, 2, 4, 12, 21, 22, 23, 25, 28, 30, 31, 32, 35, 36, 38, 40, 41, 42, 45, 48, 52, 63, 60, 64, 67, 76, 79, 82, 83, 84, 85, 88, 90, 91, 94, 95, 96, 101, 105, 107, 109, 110, 111, 114, 118, 119, 129, 132, 138, 145, 146, 157, 158, 159, 163, 166, 169, 170, 171, 190, 177, 178, 181, 183, 185, 186, 187, 188, 193, 206, 207, 190, 217, 223, 225, 226, 228, 230, 236, 238, 240, 241, 246, 248, 249, 265, 268, 270, 281, 284, 285, 286, 288, 291, 294, 294, 301, 303, 304, 305, 306, 309, 310, 312, 314, 316, 317, 318, 320, 321, 322, 323, 224, 229, 234, 244, 245, 247, 251, 252, 256, 258, 259, 261, 262, 265
Nationalism	310, 1, 2, 4, 12, 21, 22, 23, 25, 28, 30, 31, 32, 35, 36, 38, 40, 41, 42, 45, 48, 52, 63, 60, 64, 67, 76, 79, 82, 83, 84, 85, 88, 90, 91, 94, 95, 96, 101, 105, 107, 109, 110, 111, 114, 118, 119, 129, 132, 138, 145, 146, 157, 158, 159, 163, 166, 169, 170, 171, 190, 177, 178, 181, 183, 185, 186, 187, 188, 193, 206, 207, 190, 217, 223, 225, 226, 228, 230, 236, 238, 240, 241, 246, 248, 249, 265, 268, 270, 281, 284, 285, 286, 288, 291, 294, 294, 301, 303, 304, 305, 306, 309, 310, 312, 314, 316, 317, 318, 320, 321, 322, 323, 224, 229, 234, 244, 245, 247, 251, 252, 256, 258, 259, 261, 262, 265
Self-actualization	160, 243, 256, 360
Trust	6, 11, 15, 21, 22, 23, 25, 26, 27, 30, 33, 51, 108, 106, 145, 146, 156, 157, 190, 193, 206, 207, 217, 223, 224, 251, 256, 259, 269, 270, 276, 278, 337, 341, 352, 369
Faith	27, 224, 300, 310
Hope	341
Optimism/Chaos/Fa/happiness	11, 29, 30, 37, 45, 52, 56, 59, 63, 70, 71, 75, 80, 98, 100, 106, 107, 110, 111, 112, 117, 118, 119, 122, 135, 136, 140, 143, 149, 150, 201, 211, 218, 219, 223, 226, 272, 279, 296, 300, 324, 328, 333, 336, 349
Meaning of Personal growth/educated	2, 19, 20, 42, 52, 53, 55, 57, 61, 65, 69, 73, 92, 97, 106, 115, 115, 124, 125, 127, 131, 133, 176, 208, 209, 210, 211, 214, 216, 237, 243, 245, 258, 264, 283, 292, 300, 302, 323, 329, 338
Communication/Share/Participation	51, 160, 224, 262, 341
Relationship	298
Materiality	352
Sense of shame	25
Relativism	197, 227
Endness	352
Materialistic	220, 310
connectedness	8, 72, 124
centrality	272
interdependent	330
Identity/self-verification	8, 52, 106, 145, 146, 157, 190, 193, 206, 207, 215, 223, 259, 269, 270, 276, 296
Successful	24, 12, 28, 31, 34, 35, 36, 38, 39, 40, 41, 44, 47, 60, 64, 66, 67, 74, 76, 79, 82, 83, 84, 85, 88, 90, 91, 94, 95, 96, 101, 105, 109, 126, 128, 129, 132, 145, 146, 152, 154, 157, 159, 164, 166, 171, 172, 173, 178, 181, 183, 185, 186, 187, 188, 190, 193, 195, 203, 206, 207, 217, 218, 219, 223, 225, 226, 228, 235, 238, 239, 240, 243, 246, 248, 249, 259, 265, 266, 268, 269, 270, 272, 276, 278, 279, 281, 284, 285, 286, 288, 289, 291, 293, 294, 299, 301, 302, 304, 305, 306, 309, 310, 312, 314, 316, 317, 318, 320, 321, 322, 331, 332, 334, 344, 345, 347, 348, 351, 353, 356, 358, 359, 361, 362, 363, 365
Self-Fulfillment	345, 12, 14, 17, 18, 19, 20, 24, 25, 28, 30, 31, 34, 35, 36, 37, 38, 39, 40
Independent	41, 44, 47, 52, 52, 56, 60, 64, 67, 68, 70, 74, 75, 76, 78, 79, 80, 82, 83, 84, 85, 88, 90, 91, 94, 95, 96, 98, 100, 101, 105, 107, 109, 110, 111, 114, 117, 118, 119, 126, 128, 129, 132, 135, 136, 138, 140, 143, 148, 147, 151, 152, 153, 154, 158, 159, 164, 165, 166, 170, 71, 172, 173, 174, 175, 178, 181, 182, 183, 185, 186, 187, 188, 189, 195, 196, 198, 215, 218, 219, 222, 225, 226, 228, 229, 230, 239, 239, 239, 240, 246, 248, 249, 250, 260, 265, 266, 268, 273, 274, 277, 279, 281, 284, 285, 286, 288, 291, 294, 295, 299, 301, 303, 304, 305, 306, 307, 309, 312, 314, 315, 316, 317, 318, 320, 321, 322, 326, 327, 328, 331, 332, 334, 335, 339, 340, 340, 340, 341, 342, 343, 344, 345, 348, 350, 351, 353, 354, 356, 358, 359, 361, 362, 364, 365, 368
accomplishment	2, 17, 18, 29, 37, 42, 45, 50, 52, 53, 55, 56, 57, 59, 65, 66, 68, 69, 70, 73, 75, 78, 80, 98, 100, 101, 110, 111, 112, 114, 115, 117, 118, 119, 121, 127, 131, 133, 134, 135, 136, 140, 143, 147, 148, 149, 150, 151, 153, 165, 170, 174, 175, 189, 196, 198, 204, 208, 209, 211, 214, 215, 216, 222, 229, 230, 233, 235, 237, 241, 250, 257, 258, 260, 273, 274, 277, 295, 307, 315, 324, 326, 327, 333, 335, 339, 340, 343, 349, 350, 354, 360, 364, 366, 368
Sense of accomplishment	2, 17, 18, 29, 37, 42, 45, 50, 52, 53, 55, 56, 57, 59, 65, 66, 68, 69, 70, 73, 75, 78, 80, 98, 100, 101, 110, 111, 112, 114, 115, 117, 118, 119, 121, 127, 131, 133, 134, 135, 136, 140, 143, 147, 148, 149, 150, 151, 153, 165, 170, 174, 175, 189, 196, 198, 204, 208, 209, 211, 214, 215, 216, 222, 229, 230, 233, 235, 237, 241, 250, 257, 258, 260, 273, 274, 277, 295, 307, 315, 324, 326, 327, 333, 335, 339, 340, 343, 349, 350, 354, 360, 364, 366, 368



meaning in life	3, 4, 12, 28, 31, 35, 36, 39, 40, 41, 44, 48, 52, 60, 64, 67, 83, 84, 85, 88, 90, 94, 95, 96, 101, 105, 109, 126, 128, 129, 132, 138, 152, 154, 159, 164, 166, 171, 172, 173, 177, 178, 181, 182, 185, 186, 187, 188, 195, 218, 219, 225, 226, 228, 238, 240, 246, 248, 249, 265, 266, 268, 279, 281, 284, 285, 286, 288, 291, 294, 297, 301, 303, 304, 305, 306, 309, 312, 314, 316, 317, 318, 320, 321, 322, 331, 332, 334, 344, 345, 348, 351, 353, 356, 358, 359, 361, 364
Aggressiveness/Aggression	106, 145, 146, 157, 190, 193, 206, 207, 217, 223, 259, 269, 270, 276, 278, 297
Creativity	314, 12, 28, 31, 35, 36, 38, 39, 40, 41, 44, 60, 64, 67, 76, 79, 82, 83, 84, 85, 88, 90, 91, 94, 95, 96, 101, 105, 109, 126, 128, 129, 132, 138, 144, 145, 146, 152, 154, 157, 159, 164, 166, 167, 169, 171, 172, 173, 178, 181, 183, 185, 186, 187, 188, 195, 218, 219, 223, 225, 226, 228, 238, 240, 242, 246, 248, 249, 259, 265, 266, 268, 269, 270, 276, 278, 279, 281, 283, 284, 285, 286, 288, 291, 293, 294, 299, 301, 302, 303, 304, 306, 309, 312, 314, 316, 317, 318, 320, 321, 322, 325, 331, 332, 334, 344, 345, 348, 351, 353, 355, 356, 358, 359, 361, 362, 365
Innovation/change/novelty	83, 61, 86, 102, 106, 108, 120, 134, 201, 203, 210, 211, 224, 297
Imaginative	61, 102, 211, 250, 296
Curious/curiousity	3, 4, 12, 28, 31, 35, 36, 39, 40, 41, 44, 60, 64, 67, 83, 84, 85, 88, 89, 90, 91, 94, 95, 96, 101, 102, 105, 109, 126, 128, 129, 132, 138, 152, 154, 159, 164, 166, 171, 172, 173, 178, 181, 183, 185, 186, 187, 188, 195, 218, 219, 221, 225, 226, 228, 238, 240, 242, 246, 248, 249, 259, 265, 266, 268, 269, 270, 276, 278, 279, 281, 283, 284, 285, 286, 288, 291, 294, 297, 301, 303, 304, 305, 306, 309, 312, 314, 316, 317, 318, 320, 321, 322, 325, 331, 332, 334, 344, 345, 348, 351, 353, 355, 356, 358, 359, 361, 362, 365
Reasonification/good human being	2, 52, 102, 168, 271
Nobel selflessness/altruism	24, 25, 58, 102, 125, 134, 168, 221, 242, 253, 264, 266, 279, 293, 296, 311, 342, 345, 352
Empathy	102, 168, 212, 370
self discipline/self control	25, 3, 4, 12, 17, 24, 25, 28, 30, 31, 34, 35, 36, 37, 38, 39, 40, 41, 43, 46, 52, 54, 56, 60, 63, 64, 67, 68, 70, 74, 75, 76, 79, 80, 82, 83, 84, 85, 88, 90, 91, 94, 95, 96, 98, 100, 101, 102, 105, 107, 108, 109, 110, 111, 114, 117, 118, 119, 126, 128, 129, 132, 135, 136, 138, 140, 143, 147, 148, 151, 152, 153, 154, 159, 163, 164, 165, 166, 167, 169, 170, 171, 172, 173, 174, 175, 178, 181, 183, 185, 186, 187, 188, 189, 195, 196, 198, 215, 218, 219, 221, 222, 225, 226, 228, 230, 231, 233, 238, 240, 242, 246, 248, 249, 250, 259, 260, 265, 267, 268, 269, 270, 273, 274, 276, 277, 278, 281, 284, 285, 286, 288, 291, 292, 294, 295, 299, 301, 303, 304, 305, 306, 307, 309, 312, 314, 315, 316, 317, 318, 320, 321, 322, 331, 332, 334, 344, 345, 348, 350, 351, 353, 356, 358, 359, 361, 362, 364, 365
connectedness	352
Relatedness	313
socially more agreeable	257
Relatedness	313
Empathy	102, 168, 212, 370
human welfare concern for others	14, 77, 124, 134, 156, 179, 252, 266, 267, 279, 296, 352
leisure/relaxation	7, 145, 146, 147, 148, 151, 153, 157, 165, 170, 174, 175, 189, 190, 193, 196, 198, 206, 207, 215, 217, 222, 223, 224, 230, 233, 259, 260, 269, 270, 273, 274, 276, 277, 278, 292, 295, 301, 315, 350, 364
comfort/comfortable life	8, 17, 18, 29, 30, 33, 34, 37, 45, 56, 68, 70, 75, 80, 98, 117, 118, 119, 122, 124, 125, 126, 140, 143, 149, 150, 152, 194, 204, 241, 257, 264, 266, 271, 279, 324, 349
tranquility	24, 25, 72, 200, 254, 351
well-being	52, 62, 134, 144, 255, 290, 294, 299, 301, 303, 309, 305, 308, 309, 312, 316, 317, 318, 319, 320, 321, 322, 331, 332, 334, 336, 344, 345, 346, 347, 348, 351, 353, 356, 358, 359, 361, 362, 365, 369
broadminded	3, 4, 8, 12, 13, 17, 18, 29, 31, 32, 35, 36, 37, 38, 39, 40, 41, 44, 48, 56, 60, 61, 63, 64, 67, 68, 70, 75, 76, 79, 80, 82, 83, 84, 85, 88, 89, 90, 91, 94, 95, 96, 98, 100, 101, 104, 105, 107, 109, 111, 114, 117, 118, 119, 126, 128, 129, 132, 135, 136, 138, 140, 143, 144, 145, 146, 147, 148, 149, 151, 152, 153, 154, 157, 159, 164, 165, 166, 170, 171, 172, 173, 174, 175, 177, 178, 181, 183, 185, 186, 187, 188, 189, 195, 196, 198, 215, 218, 219, 221, 222, 225, 226, 228, 230, 231, 233, 234, 236, 238, 240, 246, 248, 249, 259, 260, 265, 268, 269, 270, 271, 272, 274, 275, 276, 279, 281, 282, 283, 284, 286, 289, 292, 293, 297, 301, 303, 304, 305, 306, 307, 309, 312, 313, 314, 315, 316, 317, 318, 320, 321, 322, 331, 332, 334, 344, 345, 348, 350, 351, 353, 356, 358, 359, 361, 362, 365, 370
patience	25, 33, 145, 146, 156, 157, 162, 190, 193, 217, 259, 269, 270, 276, 278, 252
Tolerance	25, 33, 145, 146, 156, 157, 162, 190, 193, 217, 259, 269, 270, 276, 278, 252
Benevolence	43, 102, 123, 129, 152, 154, 156, 164, 166, 171, 172, 173, 178, 181, 183, 185, 187, 188, 191, 192, 195, 205, 218, 219, 225, 226, 228, 238, 240, 246, 248, 249, 265, 268, 269, 270, 276, 278, 281, 283, 284, 285, 286, 288, 291, 294, 297, 301, 303, 304, 305, 306, 309, 312, 314, 316, 317, 318, 320, 321, 322, 331, 332, 334, 344, 345, 348, 351, 353, 356, 358, 359, 361, 362, 365

① sense of belonging	3, 4, 12, 28, 31, 35, 36, 39, 40, 41, 42, 44, 52, 53, 57, 60, 64, 65, 66, 67, 69, 71, 73, 83, 84, 85, 87, 88, 90, 91, 94, 95, 96, 101, 112, 115, 125, 126, 127, 128, 129, 131, 132, 133, 138, 152, 154, 159, 160, 164, 166, 171, 172, 173, 178, 180, 181, 183, 185, 186, 187, 188, 195, 199, 208, 209, 214, 216, 218, 219, 225, 226, 228, 235, 237, 238, 240, 246, 248, 249, 258, 265, 268, 282, 285, 286, 287, 288, 291, 294, 299, 301, 303, 304, 305, 306, 307, 310, 312, 314, 316, 317, 318, 320, 321, 322, 326, 327, 329, 331, 332, 334, 335, 337, 343, 344, 345, 348, 351, 353, 354, 356, 357, 358, 359, 361, 362, 365, 366
wealthy money/ economic/ thrift	5, 41, 8, 12, 28, 31, 34, 35, 36, 38, 39, 40, 41, 44, 47, 60, 63, 64, 67, 74, 76, 79, 82, 83, 84, 85, 88, 90, 91, 94, 95, 96, 101, 102, 103, 104, 106, 109, 110, 112, 115, 125, 126, 127, 128, 129, 131, 132, 133, 138, 152, 154, 159, 164, 166, 170, 171, 172, 173, 178, 181, 183, 184, 185, 186, 187, 188, 190, 193, 195, 205, 206, 207, 164, 166, 171, 172, 221, 223, 225, 226, 228, 238, 239, 240, 241, 246, 248, 249, 258, 265, 268, 282, 285, 286, 287, 288, 291, 294, 299, 301, 303, 304, 305, 306, 307, 310, 312, 314, 316, 317, 318, 320, 321, 322, 326, 327, 329, 331, 332, 334, 335, 337, 343, 344, 345, 348, 351, 353, 354, 356, 357, 358, 359, 361, 362, 365
Spiritual life/ religion	3, 4, 8, 12, 28, 31, 35, 36, 39, 40, 41, 44, 48, 60, 64, 67, 83, 84, 85, 88, 90, 91, 94, 95, 96, 101, 102, 103
Devotee accepting notion on life	3, 4, 12, 28, 31,
Self's faction/ pleasure	52, 53, 54, 56, 60, 64, 67, 68, 70, 75, 76, 80, 82, 83, 84, 85, 88, 90, 91, 93, 94, 95, 98, 100, 101, 103, 104, 106, 109, 109, 110, 113, 114, 117, 118, 119, 122, 126, 128, 129, 131, 134, 135, 137, 139, 142, 144, 148, 149, 150, 151, 152, 153, 154, 159, 164, 165, 166, 170, 171, 172, 173, 174, 175, 178, 181, 183, 185, 186, 187, 188, 189, 193, 195, 196, 198, 204, 215, 219, 221, 223, 225, 226, 228, 238, 239, 240, 241, 246, 248, 249, 258, 265, 268, 282, 285, 286, 287, 288, 291, 294, 299, 301, 303, 304, 305, 306, 307, 309, 311, 314, 315, 316, 318, 320, 321, 322, 324, 331, 332, 334, 335, 337, 343, 344, 345, 348, 351, 353, 354, 356, 357, 358, 359, 361, 362, 365
Penitence/ variety	356, 357, 358, 359, 361, 362, 363, 364, 366
Job satisfaction	116, 130, 142, 242, 263, 274, 275, 302, 352
Healthy	3, 4, 12, 28, 31,
Innocence	3, 4, 12, 17, 18, 21, 22, 23, 25, 28, 29, 30, 31, 32, 33, 36, 37, 39, 40, 41, 44, 45, 47, 48, 56, 54, 60, 61, 61, 61, 68, 70, 74, 75, 76, 79, 80, 82, 83, 84, 85, 88, 90, 91, 94, 95, 96, 98, 98, 100, 101, 105, 107, 107, 109, 110, 111, 114, 117, 118, 119, 121, 126, 128, 129, 132, 134, 135, 136, 138, 140, 143, 144, 148, 149, 150, 152, 153, 126, 128, 129, 132, 131, 136, 138, 140, 143, 144, 148, 149, 150, 152, 153, 154, 159, 164, 165, 166, 170, 171, 172, 173, 174, 175, 177, 178, 181, 183, 185, 186, 187, 188, 189, 193, 195, 196, 198, 204, 215, 219, 221, 223, 225, 226, 228, 238, 239, 240, 241, 246, 248, 249, 258, 265, 268, 282, 285, 286, 287, 288, 291, 294, 299, 301, 303, 304, 305, 306, 307, 309, 311, 314, 315, 316, 318, 320, 321, 322, 324, 331, 332, 334, 335, 337, 343, 344, 345, 348, 351, 353, 354, 356, 357, 358, 359, 361, 362, 365
Recipe/cool of favours	365, 370

4

Charity/ Generosity/ compassion/ devotion/ sensation	1, 102, 156, 261, 1, 18, 24, 25, 26, 43, 63, 86, 87, 93, 102, 139, 145, 146, 155, 157, 190, 193, 206, 207, 217, 223, 253, 259, 269, 270, 276, 278, 370
Sensation/ feeling/ sensitivity	42, 57, 65, 69, 73, 102, 112, 115, 127, 131, 133, 208, 209, 214, 216, 235, 237, 258, 370
Cooperation/ help/ full	3, 4, 8, 12, 17, 18, 28, 30, 31, 34, 34, 35, 36, 37, 38, 39, 40, 41, 44, 45, 47, 48, 56, 60, 64, 67, 68, 70, 74, 75, 76, 79, 80, 82, 83, 84, 85, 88, 90, 91, 94, 95, 96, 98, 100, 101, 105, 107, 107, 109, 110, 111, 114, 117, 118, 119, 121, 126, 128, 129, 132, 134, 135, 136, 138, 140, 143, 145, 146, 147, 148, 151, 152, 153, 154, 157, 159, 164, 165, 166, 167, 169, 170, 171, 172, 173, 174, 175, 177, 178, 179, 181, 183, 185, 186, 187, 188, 189, 193, 195, 196, 198, 204, 215, 219, 221, 223, 225, 226, 228, 238, 239, 240, 241, 246, 248, 249, 258, 265, 268, 282, 285, 286, 287, 288, 291, 294, 299, 301, 303, 304, 305, 306, 307, 309, 311, 314, 315, 316, 318, 320, 321, 322, 324, 331, 332, 334, 335, 337, 343, 344, 345, 348, 350, 351, 353, 356, 358, 359, 361, 362, 363, 364, 365
Forgiving	3, 4, 12, 17, 18, 28, 31, 35, 36, 39, 40, 41, 44, 48, 56, 60, 64, 67, 68, 70, 75, 76, 79, 80, 82, 84, 85, 88, 90, 94, 95, 96, 98, 100, 101, 105, 107, 109, 110, 111, 114, 117, 118, 119, 121, 126, 128, 129, 132, 134, 135, 136, 138, 140, 143, 145, 146, 147, 148, 151, 152, 153, 154, 157, 159, 164, 165, 166, 167, 169, 170, 171, 172, 173, 174, 175, 177, 178, 179, 181, 183, 185, 186, 187, 188, 189, 193, 195, 196, 198, 204, 215, 218, 219, 222, 225, 226, 228, 229, 230, 233, 234, 238, 240, 242, 246, 248, 249, 260, 265, 268, 270, 273, 274, 277, 281, 284, 285, 286, 288, 291, 294, 299, 301, 303, 304, 305, 306, 307, 309, 311, 314, 315, 316, 318, 320, 321, 322, 325, 331, 332, 334, 334, 344, 345, 348, 350, 351, 353, 356, 358, 359, 361, 362, 363, 364, 365
Social order/ status	3, 4, 8, 12, 28, 31, 34, 35, 36, 38, 39, 40, 41, 44, 45, 52, 60, 64, 67, 72, 74, 76, 79, 82, 83, 84, 85, 88, 90, 91, 94, 95, 101, 105, 109, 113, 126, 128, 129, 130, 132, 138, 152, 154, 159, 164, 166, 170, 171, 173, 173, 174, 175, 178, 181, 182, 184, 185, 187, 195, 199, 200, 205, 218, 219, 225, 226, 228, 238, 240, 246, 248, 249, 253, 265, 268, 271, 281, 284, 285, 286, 288, 291, 294, 299, 301, 303, 304, 305, 306, 307, 309, 312, 314, 316, 317, 318, 320, 321, 322, 324, 331, 332, 334, 334, 344, 345, 348, 350, 351, 353, 356, 357, 358, 360, 361, 364, 365
Warm relationship	40, 55, 57, 65, 69, 72, 73, 92, 112, 115, 127, 131, 133, 139, 161, 182, 199, 200, 208, 209, 214, 216, 221, 223, 258, 266, 279, 282, 296, 302, 326, 327, 335, 339, 343, 354, 357, 362, 364, 365
Index/ alienness/ class/ class	178, 181, 183, 185, 186, 187, 188, 189, 195, 196, 198, 204, 215, 218, 219, 222, 225, 226, 228, 238, 239, 240, 241, 246, 248, 249, 258, 265, 268, 282, 285, 286, 287, 288, 291, 294, 299, 301, 303, 304, 305, 306, 307, 309, 311, 314, 315, 316, 318, 320, 321, 322, 324, 331, 332, 334, 335, 337, 343, 344, 345, 348, 351, 353, 354, 356, 357, 358, 359, 361, 362, 365

Aesthetics	16, 25, 102, 134, 205, 212, 253, 302, 329, 342, 346	Attraction	323	Stains	212
Embodiment on Ideal + Perfect	52, 103	Idealism	1, 63, 197, 227, 347	Realists	311
Renunciation / Distast	25, 38	Conservatism	310, 352	Non-Compatibilism	352
Rejudice	145, 146, 157, 190, 193, 206, 207, 217, 223, 259, 269, 270, 276, 278	absence of pride	25, 52, 63	resistance to temptation	107
Importance / public meaning	52, 63, 124, 134, 224, 292				
ambitious / inspiration	3, 4, 7, 12, 17, 18, 28, 30, 31, 35, 36, 37, 39, 40, 41, 44, 51, 56, 60, 61, 64, 67, 68, 70, 75, 80, 83, 84, 85, 88, 90, 91, 94, 95, 96, 98, 100, 101, 105, 106, 107, 109, 110, 111, 114, 117, 118, 119, 126, 128, 129, 132, 135, 136, 138, 140, 143, 145, 146, 147, 148, 151, 152, 153, 154, 157, 159, 164, 165, 166, 170, 171, 172, 173, 174, 175, 178, 181, 183, 185, 186, 187, 188, 189, 190, 193, 195, 196, 198, 206, 207, 215, 217, 218, 219, 222, 223, 225, 226, 228, 229, 230, 233, 238, 240, 246, 248, 249, 250, 259, 260, 265, 268, 269, 270, 273, 274, 276, 277, 278, 281, 284, 285, 286, 288, 289, 291, 294, 295, 299, 301, 303, 304, 305, 306, 307, 309, 312, 314, 315, 316, 318, 319, 320, 321, 322, 331, 332, 334, 344, 345, 348, 350, 351, 353, 356, 358, 359, 361, 362, 364, 365				
Self-respect	Same as in "Forgiving"	Surviving	330	deceitfulness	116, 130, 142, 263, 274, 275, 291
Reputation	11, 52, 102, 147, 148, 151, 153, 165, 170, 174, 175, 189, 196, 198, 215, 229, 229, 230, 233, 260, 273, 274, 277, 295, 307, 315, 350, 364	self confidence	61, 63, 360, 366		
natured	229, 230, 233, 260, 273, 274, 277, 295, 307, 315, 350, 364				
Self-esteem	43, 53, 59, 62, 71, 78, 139, 145, 146, 157, 180, 190, 193, 206, 207, 217, 223, 259, 269, 270, 276, 278, 366, 369				
Preserving my Public Image / self image	Same as in "Creativity"	Same as in "innerharmony"	honest	Same as in "innerharmony"	
Integrity	21, 22, 23, 24, 25, 26, 43, 77, 92, 93, 102, 137, 155, 156, 176, 245, 283, 300, 349, 361, 43, 87, 102, 163, 243, 245, 342, 346, 352				
rigorous / seeking the good & truth	Same as in "innerharmony"	hard working	106, 141, 143, 156, 229, 291, 302		
Protecting the environment / a world of beauty / unity with nature / world at peace	Same as in "innerharmony"	Power / authority	14, 18, 26, 92, 97, 102, 104, 106, 123, 145, 146, 152, 154, 157, 164, 166, 171, 172, 173, as per "innerharmony"		
motivation	253	self determination / solution / purpose / direction / equity / security / justice / love / sensation	17, 37, 56, 59, 68, 70, 75, 80, 98, 100, 107, 110, 111, 114, 117, 118, 119, 135, 136, 140, 143, 147, 148, 151, 153, 165, 170, 174, 175, 189, 196, 198, 215, 222, 229, 230, 233, 260, 273, 274, 277, 295, 307, 315, 350, 364		
ambitious & eagerness	370				
Persistence	144, 156, 352				
rights	319				
Fairness	242				
Laws & order / rules & regulations	14, 163, 264, 293	Privacy	6, 10, 11, 97, 124, 176		
accountability / transparency / duty / job	360, 210, 310, 323, 330	Safety	5, 32, 49, 53, 167, 169, 194, 221, 328, 330		

Table 3: Values list (after explicit and conceptual data unit's duplication removal)

Value Contained	Values Removed	Value Contained	Values Removed
Daring	Risk taking	Kindness	Compassion
Daring	Courage	Helpful	care
An excitement life	Exciting	Helpful	Salvation
Intelligent	Intellectual	Interdependent	Connectedness
Intelligent	Wisdom	Interdependent	Relatedness
Logical	Rational	Choosing own goals	Goals oriented
Logical	Pragmatism	Independent	Autonomy
Patriotism	Nationalism	Freedom	Self-determination
Loyal	Loyalty	Motivation	stimulation
Loyal	Commitment	Motivation	Willingness
Trust	Faith	Self-respect	Self-esteem
Hope	Optimism	Self-respect	Respect
Hope	Expectancy	Self-image	Identity
Learning	Educated	Respect for others	Honoring for parents and elders
Achievement	Successful	Orderliness	World order
Effectiveness	Efficacy	Orderliness	New order
Teamwork	Team result oriented	Duty	Job
Teamwork	cooperation	Justice	Fairness
Self-fulfillment	Self-realization	Justice	Equity
Solidarity with others	Concern for others	Security	Safety
Relaxation	Leisure	Authority	Power
Peaceful	Tranquility	Authority	Influence
Cheerful	Happiness	Satisfaction	Quality of life
Tolerance	Patience	Curious	Curiosity
Innovation	Novelty	Self-Discipline	Self-control
Advancement	Development	Capability	Ability to take initiative
Kindness	Empathy	Loving	Love

Table 4: Revised Values and its Grouping

<b>Heroic</b>	<b>Accomplishment</b>	<b>Well-being</b>
Daring	Achievement	Human welfare
Fearlessness	Effectiveness	Solidarity with others
Courage	Excellence	Relaxation
An exciting life	Teamwork	Convenience
	Self-fulfillment	Cheerful
<b>Intelligence</b>	Meaning in life	Peaceful
Logical		Comfortable life
Non-emotional	<b>Creativity</b>	World is more agreeable
Intelligent	Innovation	
Wisdom	Imaginative	
	Curious	<b>Broad-mindedness</b>
<b>Loyalty</b>	Advancement	Tolerance
Loyal	Maturity	Absence of restlessness
Patriotism	A varied life	Adaptability
Trust		
Hope		
Aliveness	<b>Personification</b>	<b>Benevolence</b>
Dedication to excellence	Good human being	Generosity
	Noble and selfless work	Kindness
<b>Competence</b>	Altruism	Helpful
Learning	Absence of pride	Charity
Personal growth	Self-discipline	Sensitivity
Professional growth	Self-actualization	Forgiving
Skills and knowledge	Sense of shame	Interdependent
Capability		Relativism
<b>Involvement</b>	<b>Wealth</b>	
Communication	Property	<b>Idealism</b>
Participation	Rewarding self	Perfect
Sharing	Wealth	Embodiment of an ideal
	Materialistic	Inspiration
	Price inexpensive	
<b>Social</b>		<b>Honesty</b>
Social order		Integrity
Ordering Relationship	<b>Liberty</b>	Righteous
Warm relationship	Independent	Seeing the good and truth
Social status	Choosing own goals	Honest
Orderliness	Freedom	Hard-working
<b>Hedonism</b>		
Pleasure		
Enjoying life		

Table 4: Revised Values and its Grouping cont...

<u>Spirituality</u>	<u>Inner Respect</u>	<u>Self Direction</u>
A spiritual life	Self-respect	Ambitious
Inner harmony	Self-confidence	Motivation
Religion	Valued	Eagerness
Devout	Self-image	Persistence
Accept portion in life	Human dignity	
Sense of belongingness	Preserve my public image	<u>Rules &amp; Regulation</u>
		Rights
<u>Workplace</u>	<u>Outer Respect</u>	Formality
Working condition	Respect for others	Rules and regulation
Biospheric	Respect for tradition	Law & order
Meaningful	Respect from others	
Flexibility	Obedient	Purpose
Satisfaction	Courtesy	
Job Satisfaction	Politeness	<u>Responsibility</u>
Healthy	Filial piety	Accountability
Reciprocal of favors		Duty
Contentedness		Responsibility
		Variety
		Transparency
<u>Power</u>	<u>Universalism</u>	
Social power	Protecting the environment	
Authority	A work of beauty	<u>Justice</u>
Empowerment	Unity with nature	Social justice
Decisiveness	Clean	Justice
Centrality	A world at peace	Equality
Attitude towards authority	Surviving	
		<u>Security</u>
		Safety
<u>Resistance e</u>	<u>Aesthetic</u>	Privacy
Renunciation	Attraction	Security
Distate	Aesthetic	Emotional security
Strains		National security
Resistance to temptation		Family security
Egoistic	<u>Affection</u>	
Conservatism	Loving	
pride	Mature Love	
Prejudice	Love Seeking/Sensing	
Aggression		

APPENDIX:

Due to space limitation, the detail list of articles (H-I-P values identification) with authors name and year in number style is represented here, as used in figure 2.

[1] James P. Golson (1977) [2] Connie Golstejn • Elise van den Hoven (2010) [3] Romyana Proynova et al. (2011) [4] Thomas Clay et al. (2011) [5] Shiri Azenkot et al. (2011) [6] Christian Detweiler et al. (2012) [7] Michael Leitner et al. (2008) [8] Jes A. Koepfler et al. (2012) [9] An-Shou Cheng And Kenneth R. Fleischmann (2010) [10] Batya Friedman et al. (2008) [11] Jessica Miller et al.(2007) [12] Minna Isomursu, Mari Ervasti et al.(2009) [13] Michael Leitner et al.(2008) [14] Emi Ishita et al. (2010) [15] Batya Friedman et al. (1998) [16] Tamara Denning et al. (2010) [17] Michael W et al. [2002] [18] Michael W. Allen, (2001) [19] Willem Niepce, Eric Molleman (1996) [20] Estanislao Clark, (2007) [21] Anderson (1997) [22] Becker (1998) [23] Putnam 1993) [24] Saraswat (2005) [25] Balvir Talwar, (2009) [26] Chung-ying Cheng, (2011) [27] P. Kanagasabapathi, (2007) [28] Marcelo Vinhal et al. (2010) [29] Jihong Zhao et al.( 1998) [30] Edar Da Silva Añaña, Walter Meucci Nique, (2010) [31] George Balabanis et al. (2002) [32] Cristina de Mello et al. (2008)

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