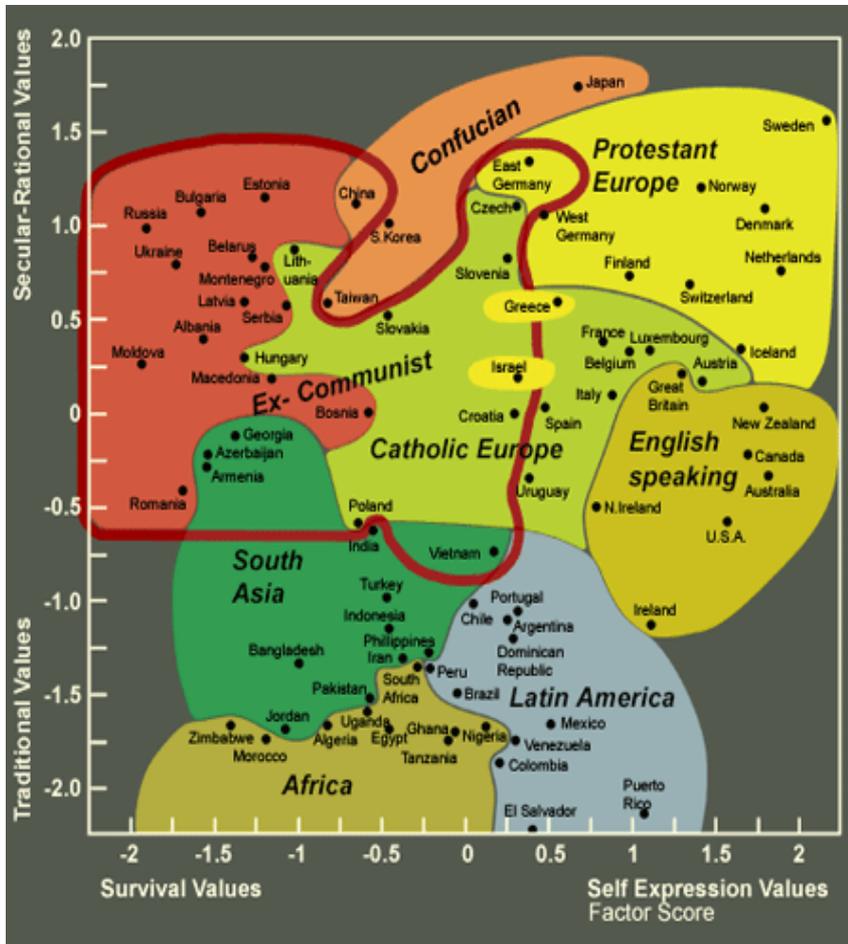


# **The WVS Cultural Map of the World**

by Ronald Inglehart & Chris Welzel

[http://www.worldvaluessurvey.org/wvs/articles/folder\\_published/article\\_base\\_54](http://www.worldvaluessurvey.org/wvs/articles/folder_published/article_base_54)

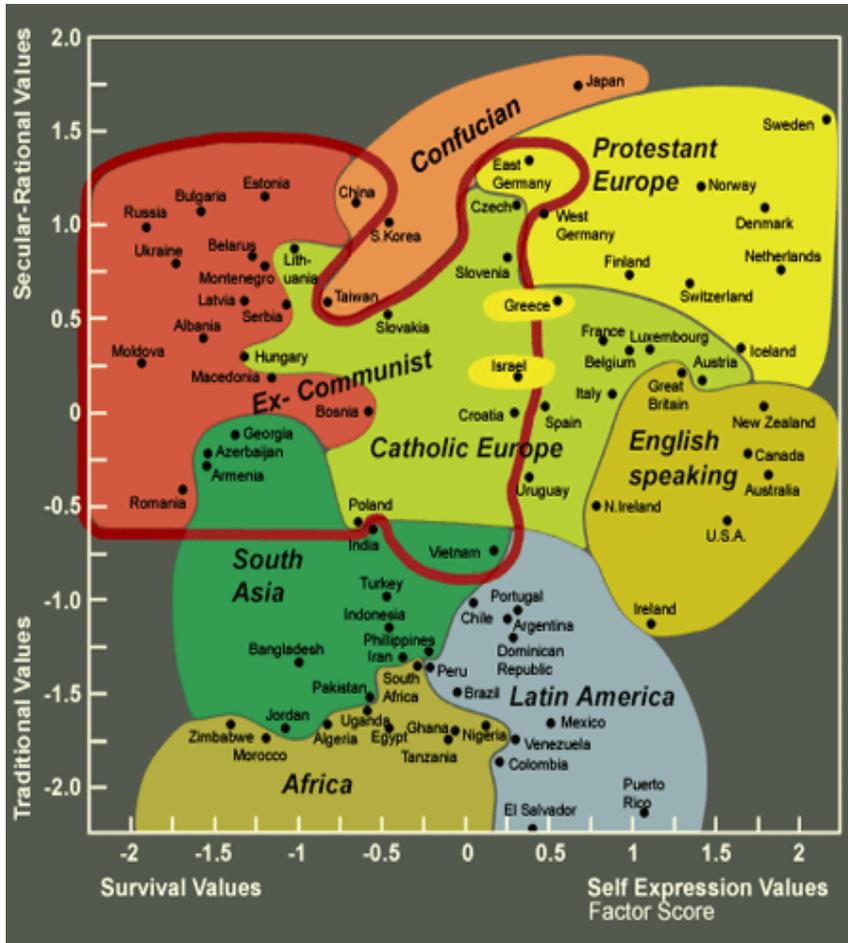
# The WVS Cultural Map of the World



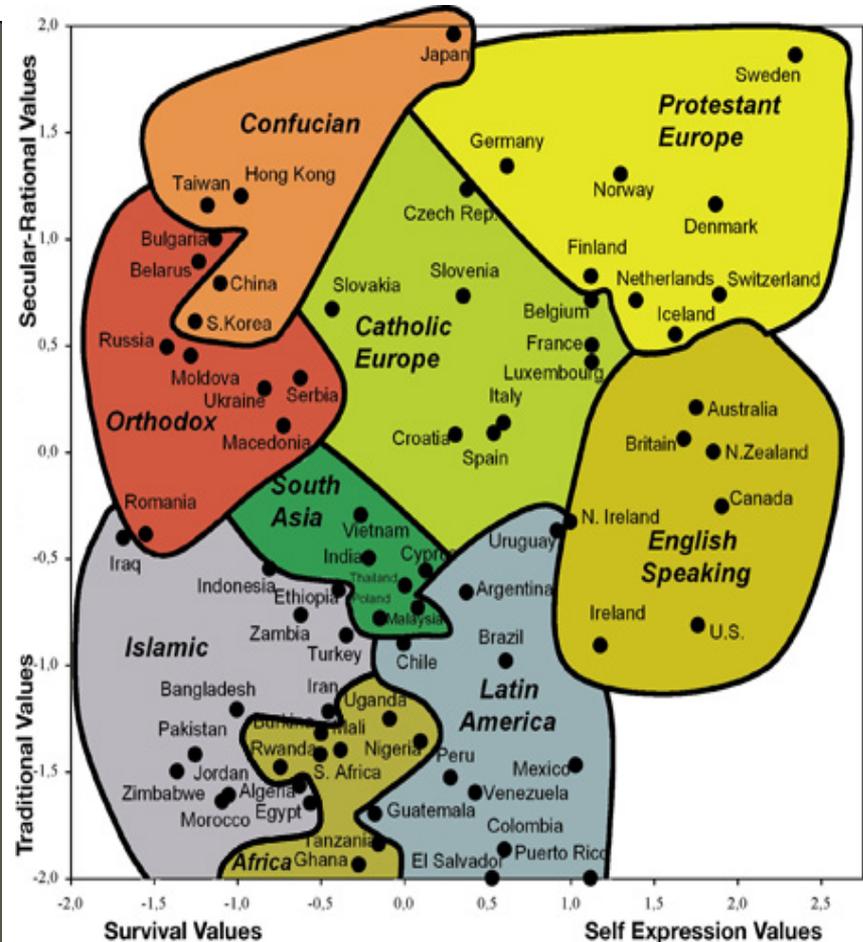
1999-2004

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# The WVS Cultural Map of the World



1999-2004



2005-2008

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# The WVS Cultural Map of the World

- This map reflects the fact that a large number of basic values are closely correlated; they can be depicted in just two major dimensions of cross-cultural variation. ...
- Each country is positioned according to its people's values and not its geographical location. To a large extent the two coincide, but the map measures cultural proximity, not geographical proximity. Thus, Australia, Canada, the U.S. and Great Britain are cultural neighbors, reflecting their relatively similar values, despite their geographical dispersion.

# The WVS Cultural Map of the World

- The World Values Surveys were designed to provide a comprehensive measurement of all major areas of human concern, from religion to politics to economic and social life and two dimensions dominate the picture:
  - (1) **Traditional/ Secular-rational** and
  - (2) **Survival/Self-expression** values.
- These two dimensions explain more than 70 percent of the cross-national variance in a factor analysis of ten indicators- and each of these dimensions is strongly correlated with scores of other important orientations.

# The WVS Cultural Map of the World

- 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.

# The WVS Cultural Map of the World

- 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.

# The WVS Cultural Map of the World

- Inglehart and Baker (2000) find evidence that orientations have shifted from Traditional toward Secular-rational values, in almost all industrial societies.
- But 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.

# The WVS Cultural Map of the World

- 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.

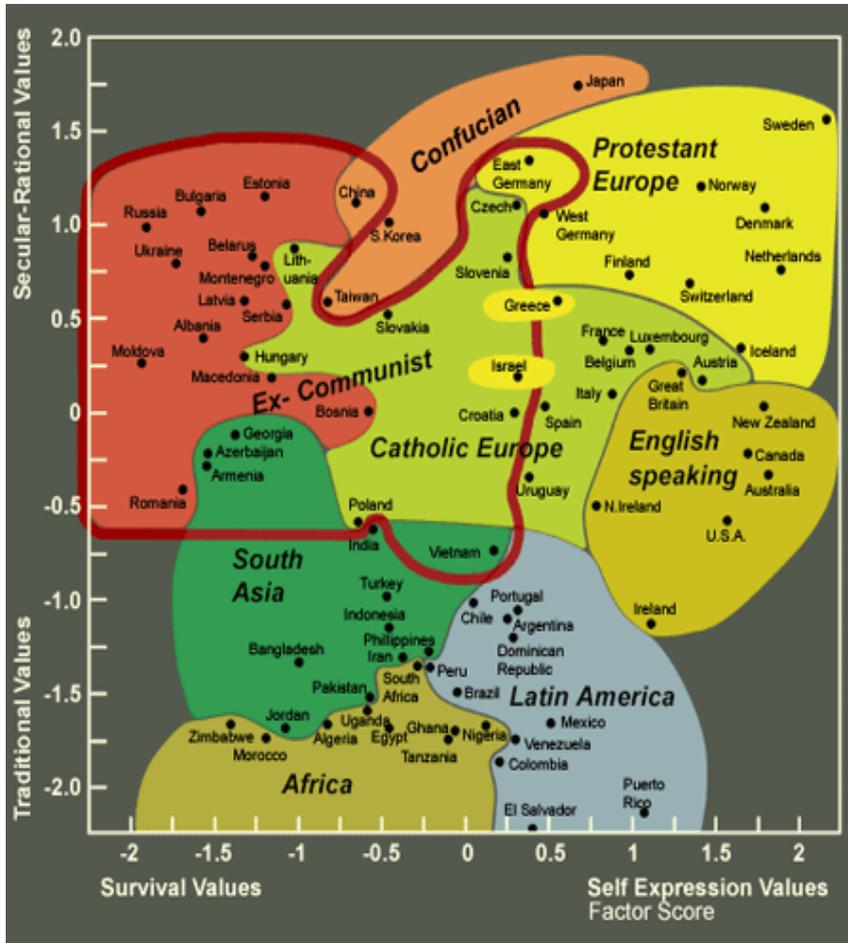
# The WVS Cultural Map of the World

- 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.

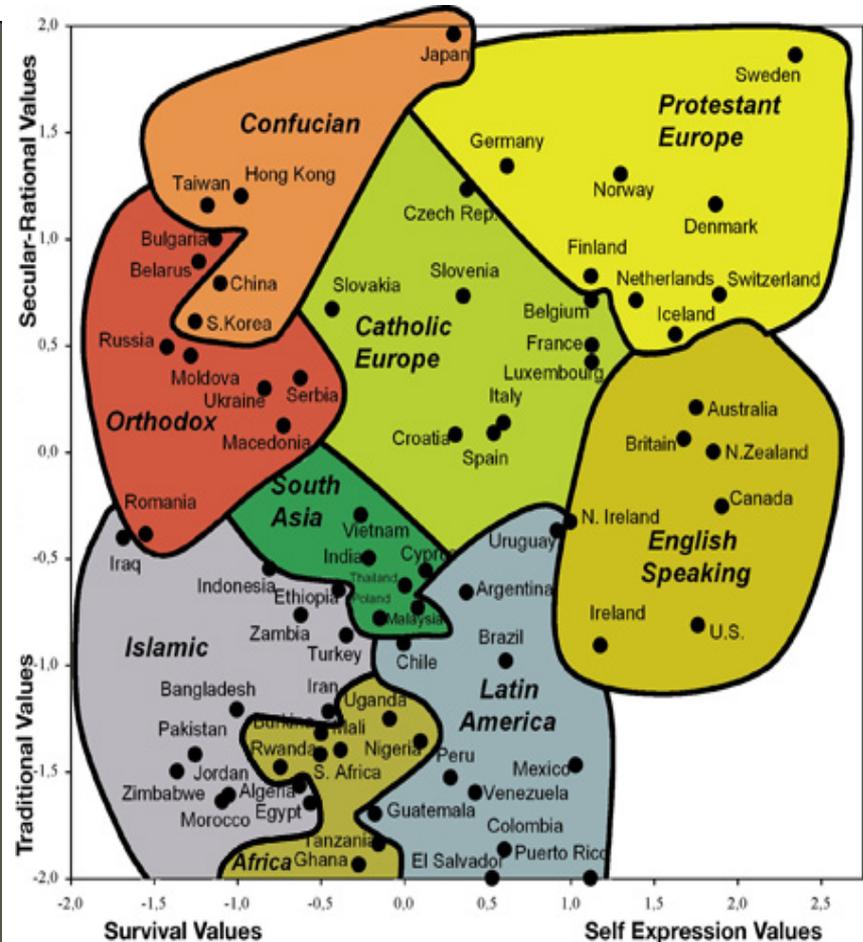
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- This produces a culture of trust and tolerance, in which people place a relatively high value on individual freedom and self-expression, and have activist political orientations.
- These are precisely the attributes that the political culture literature defines as crucial to democracy.

# The WVS Cultural Map of the World



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