

twenty item values inventory (TwIVI)

Here we briefly describe some people. Please read each description and think about how much each person is or is not like you. Using a 6-point scale (see below) from "not like me at all" to "very much like me", choose how similar the person is to you and write this in the box to the right of each description:

<i>not like me at all</i>	<i>not like me</i>	<i>a little like me</i>	<i>somewhat like me</i>	<i>like me</i>	<i>very much like me</i>
1	2	3	4	5	6

how much like you is this person?

1	S/he believes s/he should always show respect to his/her parents and to older people. It is important to him/her to be obedient (CO)	
2	Religious belief is important to him/her. S/he tries hard to do what his religion requires (TR)	
3	It's very important to him/her to help the people around him/her. S/he wants to care for their well-being (BE)	
4	S/he thinks it is important that every person in the world be treated equally. S/he believes everyone should have equal opportunities in life (UN)	
5	S/he thinks it's important to be interested in things. S/he likes to be curious and to try to understand all sorts of things (SD)	
6	S/he likes to take risks. S/he is always looking for adventures (ST)	
7	S/he seeks every chance he can to have fun. It is important to him/her to do things that give him/her pleasure (HE)	
8	Getting ahead in life is important to him/her. S/he strives to do better than others (AC)	
9	S/he always wants to be the one who makes the decisions. S/he likes to be the leader (PO)	
10	It is important to him/her that things be organized and clean. S/he really does not like things to be a mess (SE)	
11	It is important to him/her to always behave properly. S/he wants to avoid doing anything people would say is wrong (CO)	
12	S/he thinks it is best to do things in traditional ways. It is important to him/her to keep up the customs s/he has learned (TR)	
13	It is important to him/her to respond to the needs of others. S/he tries to support those s/he knows (BE)	
14	S/he believes all the worlds' people should live in harmony. Promoting peace among all groups in the world is important to him/her (UN)	
15	Thinking up new ideas and being creative is important to him/her. S/he likes to do things in his/her own original way (SD)	
16	S/he thinks it is important to do lots of different things in life. S/he always looks for new things to try (ST)	
17	S/he really wants to enjoy life. Having a good time is very important to him/her (HE)	
18	Being very successful is important to him/her. S/he likes to impress other people (AC)	
19	It is important to him/her to be in charge and tell others what to do. S/he wants people to do what s/he says (PO)	
20	Having a stable government is important to him/her. S/he is concerned that the social order be protected (SE)	

To score the scale, take the average of the two relevant answers for each of the ten values:

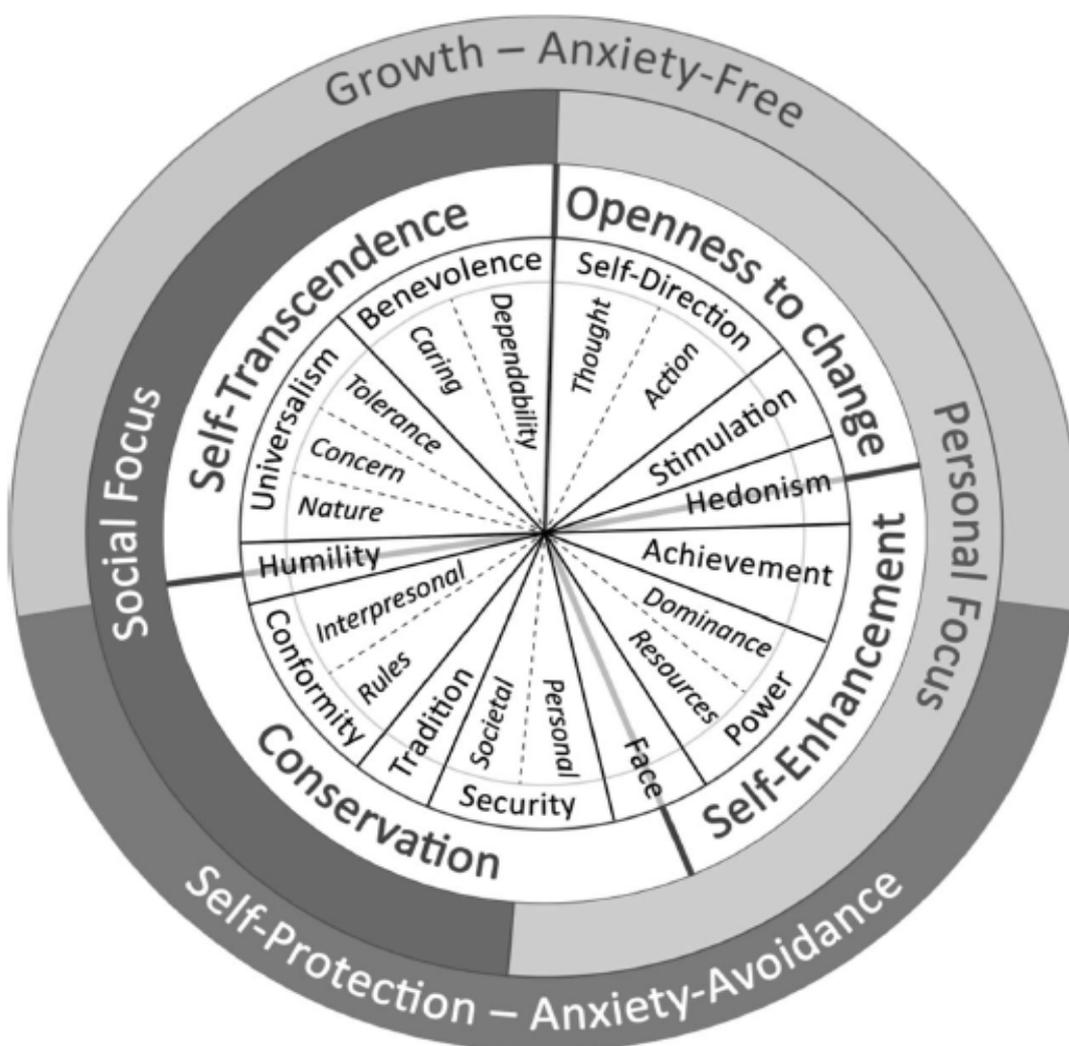
Conformity ____ ; Tradition ____ ; Benevolence ____ ; Universalism ____ ; Self-Direction ____ ; Stimulation ____ ; Hedonism ____ ; Achievement ____ ; Power ____ ; Security ____ ; 'Mean' ____ .

Sandy, C. J., et al. (2016). "The development and validation of brief & ultrabrief measures of values." J Pers Assess: 1-11.

[PTO.]

Sam Gosling, one of the developers of the TwIVI, comments on his website: "People systematically differ in their ratings of value importance. Some people rate only a few values highly, others rate most values highly, and some sit in the middle ... Values priorities (or the relevant tradeoff between values) have a strong effect on behavior and attitudes." Gosling suggests controlling for response differences by using a Mean Center approach, where one centers each individual's responses around his or her mean response to all 20 items:

	- 4	- 3	- 2	- 1	+ 1	+ 2	+ 3	+ 4
Conformity								
Tradition								
Benevolence								
Universalism								
Self-Direction								
Stimulation								
Hedonism								
Achievement								
Power								
Security								



Cieciuch, J., Davidov, E., Vecchione, M., & Schwartz, S. (2014). "A hierarchical structure of basic human values in a third-order confirmatory factor analysis." *Swiss Journal of Psychology* 73(3): 177-182.