Racial and Ethnic Differences in Responding to Values Measures

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Presentation Outline

- Background and Methodology
- Values and Values Groupings
- Values and Race/Ethnicity
- Summary and Recommendations
Background

Worldwide scope of values research
Methodology

- Telephone survey of personal values and attitudes
- Nationally representative sample
Sample

1,278 Hispanics (U.S. and foreign born)
1,303 Black non-Hispanics
2,309 Caucasian non-Hispanics
122 Other
Values Measures

19 items “About You”
18 items “About Your Values”
5 items “About Your Outlook”
23 items “Importance” attitude statements
Data Analysis

- Descriptive statistics
- Factor analysis
- Discriminant analysis

Analysis and results described here focus on differences in response styles
Values and Values Groupings
Data Reduction & Development of Values Groupings

- Conduct a series of factor analyses
  - Purpose: *Identify a reduced number of factors*
  - Similar but not identical factor analyses

- Look for convergence in results
Values Groupings - Unidimensional Composite Variables

- Composite variables reflecting values groupings were derived

- Each values composite variable reflects a type of personal value

  - Spiritual-Religious
  - Leadership
  - Family
  - Pursuit of Happiness
  - Contribute to the World
  - Good Life

  - Time
  - Greater World
  - Family
  - Inner Peace
### Values Groupings

<table>
<thead>
<tr>
<th><strong>Spiritual-Religious Values</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>I consider myself a spiritual person</td>
</tr>
<tr>
<td>My religious faith is a great source of comfort to me</td>
</tr>
<tr>
<td>Prayer is a very important part of my life</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Good Life Values</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>It is important to me to live a long life</td>
</tr>
<tr>
<td>An interesting job is necessary for a happy life</td>
</tr>
<tr>
<td>A good marriage is necessary for a happy life</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Leadership Values</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>I am always trying to learn new things</td>
</tr>
<tr>
<td>I have very strong ideas about life and how it should be lived</td>
</tr>
<tr>
<td>I consider myself a creative person</td>
</tr>
<tr>
<td>I like to pursue a life of challenge, novelty and change</td>
</tr>
<tr>
<td>I want to get to the very top in my career</td>
</tr>
<tr>
<td>I enjoy taking risks</td>
</tr>
<tr>
<td>I think of myself as a trendsetter</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Time Values</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>How I spend my time is more important than how much money I make</td>
</tr>
<tr>
<td>It is more important for me to save time than to save money</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Greater World Values</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>It is very important for me to have close friends outside my family</td>
</tr>
<tr>
<td>I have always wanted to travel and see the world</td>
</tr>
</tbody>
</table>
Values Groupings

**Family Values**
- Making the best choices for your family and yourself
- Making sure the people you care about are provided for
- Living life with a positive attitude
- Celebrating life with family and friends
- Being close and connected to the people who give your life meaning
- Creating a nurturing and secure lifestyle for you and your family
- Passing values and traditions on from generation to generation

**Pursuit of Happiness Values**
- Keeping yourself healthy, happy and fulfilled
- Taking time to enjoy life’s simple pleasures
- Being in control, having the power to make the best decisions for yourself today and tomorrow
- Having the freedom to live life any way you choose

**Contribute to the World Values**
- Giving back to the world as much as you take
- Making a difference in the world
- Being able to have an impact on the world around me

**Inner Peace Values**
- Achieving inner peace and serenity
- Cultivating your own inner peace
Agreement with Attitude Statements About You, Your Values & Your Outlook

My family is always my first priority (Family & Prudent Environmental)
I am proud to be a patriotic American (Conservative Patriotic)
I am always trying to learn new things (Leadership)
Being well educated is an essential part of a successful life. (Family & Prudent Environmental)
I have a lot to look forward to. (Optimistic)
Compared to most people, I have been very fortunate in life. (Optimistic)
I always put safety and security first (Family & Prudent Environmental)
I have very strong ideas about life and how it should be lived (Leadership)
It is important to respect traditional customs and beliefs (Conservative Patriotic)
I am willing to volunteer my time for a good cause (Altruistic)
It is worth sacrificing to be free to live as you please (Conservative Patriotic)
It is very important for me to have close friends outside my family (Greater World)
It is important that my family thinks I am doing well (Misc.)
Preserving the environment is a top priority (Family & Prudent Environmental)
I consider myself a spiritual person (Spiritual Religious)
I have the responsibility to make the world a better place (Misc.)
I make time to take care of myself (Personal Care)
How I spend my time is more important than how much money I make (Time)
I have always wanted to travel and see the world (Greater World)
My religious faith is a great source of comfort to me (Spiritual Religious)
Prayer is a very important part of my life (Spiritual Religious)
It is important to me to live a long life (Good Life)
I make time to enjoy life's pleasures (Personal Care)
I consider myself a creative person (Leadership)
It is more important to do your duty than live for enjoyment (Conservative Patriotic)
An interesting job is necessary for a happy life (Good Life)
A good marriage is necessary for a happy life (Good Life)
It is important to do your duty than live for enjoyment (Conservative Patriotic)
I like to pursue a life of challenge, novelty and change (Leadership)
I want to get to the very top in my career (Leadership)
I would give up some personal liberties for greater national security (Conservative Patriotic)
It is important to be attractive to the opposite sex (Misc.)
There are no ideas, however sacred, that should not be challenged (Misc.)
I’d rather spend an evening at home than to go out to a restaurant/entertainment/social event (Misc.)
I enjoy taking risks (Leadership)
It is more important for me to save time than to save money (Time)
Sometimes I feel overwhelmed by family responsibilities. (Misc.)
I think of myself as a trendsetter (Leadership)
I do not want responsibility, I would rather be told what to do (Misc.)

Mean Rating on 1-5 Scale Where 5 = Strongly Agree and 1= Strongly Disagree

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Importance of Attitude Statements About Life

- Making the best choices for your family and yourself (Family)
- Making sure the people you care about are provided for (Family)
- Living life with a positive attitude (Family)
- Celebrating life with family and friends (Family)
- Being close and connected to the people who give your life meaning (Family)
- Creating a nurturing and secure lifestyle for you and your family (Family)
- Living life to the fullest - making the most of each and every day (Misc.)
- Having peace of mind knowing that you have made the best choices (Misc.)
- Keeping yourself healthy, happy and fulfilled (Pursuit of Happiness)
- Taking time to enjoy life's simple pleasures (Pursuit of Happiness)
- Being in control, having the power to make the best decisions for yourself today and tomorrow (Pursuit of Happiness)
- Passing values and traditions on from generation to generation (Family)
- Having the freedom to live life any way you choose (Pursuit of Happiness)
- Having perseverance - taking on life's challenges and becoming stronger because of them (Misc.)
- Being passionate about life - not just getting by (Misc.)
- Achieving inner peace and serenity (Inner Peace)
- Being empowered by your knowledge and experiences (Misc.)
- Cultivating your own inner peace (Inner Peace)
- Giving back to the world as much as you take (Contribute to the World)
- Being open to new adventures and experiences (Exploring)
- Expanding your horizons by exploring interests that stimulate you (Exploring)
- Making a difference in the world (Contribute to the World)
- Being able to have an impact on the world around me (Contribute to the World)

Mean Rating on 1-5 Scale Where 5 = Very Important and 1 = Not At All Important

- 4.79
- 4.77
- 4.73
- 4.71
- 4.71
- 4.70
- 4.66
- 4.63
- 4.61
- 4.55
- 4.54
- 4.49
- 4.49
- 4.47
- 4.46
- 4.43
- 4.37
- 4.36
- 4.33
- 4.24
- 4.20
- 4.11
- 4.09
Values and Race/Ethnicity
Values & Attitudes of Hispanics, Blacks & Caucasians

- Caucasians less likely to agree with or assign high importance to values statements (lower average ratings)
Values of Hispanics, Blacks & Caucasians

Leadership Values
Good Life Values
Spiritual-Religious Values
Contribute to the World Values
Family & Prudent Environmental Values
Inner Peace Values
Altruistic Values
Personal Care Values
Pursuit of Happiness Values
Family Values
Optimistic Values
Time Values
Exploring Values
Conservative Patriotic Values
Greater World Values

Leadership Values: Hispanics 0.52, Non-Hispanic Blacks 0.34, Non-Hispanic Caucasians -0.15
Good Life Values: Hispanics 0.36, Non-Hispanic Blacks 0.17, Non-Hispanic Caucasians -0.1
Spiritual-Religious Values: Hispanics 0.15, Non-Hispanic Blacks 0.38, Non-Hispanic Caucasians -0.07
Contribute to the World Values: Hispanics 0.22, Non-Hispanic Blacks 0.3, Non-Hispanic Caucasians -0.09
Family & Prudent Environmental Values: Hispanics 0.32, Non-Hispanic Blacks 0.16, Non-Hispanic Caucasians -0.07
Inner Peace Values: Hispanics 0.24, Non-Hispanic Blacks 0.27, Non-Hispanic Caucasians -0.07
Altruistic Values: Hispanics 0.21, Non-Hispanic Blacks 0.2, Non-Hispanic Caucasians -0.09
Personal Care Values: Hispanics 0.13, Non-Hispanic Blacks 0.3, Non-Hispanic Caucasians -0.07
Pursuit of Happiness Values: Hispanics 0.12, Non-Hispanic Blacks 0.25, Non-Hispanic Caucasians -0.06
Family Values: Hispanics 0.09, Non-Hispanic Blacks 0.23, Non-Hispanic Caucasians -0.05
Optimistic Values: Hispanics 0.13, Non-Hispanic Blacks 0.13, Non-Hispanic Caucasians -0.04
Time Values: Hispanics 0.08, Non-Hispanic Blacks -0.21, Non-Hispanic Caucasians 0
Exploring Values: Hispanics 0.09, Non-Hispanic Blacks 0.15, Non-Hispanic Caucasians -0.05
Conservative Patriotic Values: Hispanics 0.14, Non-Hispanic Blacks 0.03, Non-Hispanic Caucasians -0.02
Greater World Values: Hispanics 0.05, Non-Hispanic Blacks 0.1, Non-Hispanic Caucasians -0.04
Values of Hispanics by Length of Time in U.S.

Hispanics in US <5 Years
- Good Life Values
- Leadership Values
- Altruistic Values
- Family & Prudent Environmental Values
- Time Values
- Pursuit of Happiness Values
- Inner Peace Values
- Spiritual-Religious Values
- Family Values
- Conservative Patriotic Values
- Personal Care Values
- Optimistic Values
- Greater World Values
- Contribute to the World Values
- Exploring Values

Hispanics in US 5 to 19 Years
- Good Life Values
- Leadership Values
- Altruistic Values
- Family & Prudent Environmental Values
- Time Values
- Pursuit of Happiness Values
- Inner Peace Values
- Spiritual-Religious Values
- Family Values
- Conservative Patriotic Values
- Personal Care Values
- Optimistic Values
- Greater World Values
- Contribute to the World Values
- Exploring Values

Hispanics in US 20+ Years
- Good Life Values
- Leadership Values
- Altruistic Values
- Family & Prudent Environmental Values
- Time Values
- Pursuit of Happiness Values
- Inner Peace Values
- Spiritual-Religious Values
- Family Values
- Conservative Patriotic Values
- Personal Care Values
- Optimistic Values
- Greater World Values
- Contribute to the World Values
- Exploring Values

Hispanics Born in US
- Good Life Values
- Leadership Values
- Altruistic Values
- Family & Prudent Environmental Values
- Time Values
- Pursuit of Happiness Values
- Inner Peace Values
- Spiritual-Religious Values
- Family Values
- Conservative Patriotic Values
- Personal Care Values
- Optimistic Values
- Greater World Values
- Contribute to the World Values
- Exploring Values

Time in US Eta
- 0.32
- 0.28
- 0.26
- 0.21
- 0.21
- 0.20
- 0.19
- 0.18
- 0.17
- 0.15
- 0.12
- 0.11
- 0.08
- 0.08
- 0.07
Values of Hispanics by Language Spoken

Good Life Values
Leadership Values
Altruistic Values
Spiritual-Religious Values
Family & Prudent Environmental Values
Conservative Patriotic Values
Personal Care Values
Time Values
Contribute to the World Values
Family Values
Pursuit of Happiness Values
Optimistic Values
Inner Peace Values
Exploring Values
Greater World Values

Average Standardized Score

Spanish Language Dominant Hispanics

English Language Dominant Hispanics

Hispanics Using Languages Equally

Dominant Language Eta
Multiple discriminant analysis results:

- Respondents’ scores on values composites can be used to predict ethnic-race classification
Summary

Hispanics, Blacks, and Caucasians often more similar than different with respect to the values
Summary

- Survey respondents agree with most values statements or rate them as important.

- Ratings patterns partly reflect survey “response styles” apart from real differences between ethnic groups.
Summary

- Hispanics respond strongly to scales, especially in Leadership values along with Good Life and Family values.

- Blacks are strong on Spiritual-Religious as well as Leadership, Contribute to the World, and Personal Care values.
Summary

- Non-Hispanic Caucasians rate values less strongly than do Hispanics and Blacks.
- This seems likely to reflect survey response style differences as much or more than real attitudinal differences.
Summary

- Results from a nationwide time use study showed alignment of rankings with use of time:
  - African Americans spent more time in church related activities
Summary

Discriminant analyses show that ethnicity can be predicted, with substantially better than chance accuracy, by knowing how they respond to the 15 values composites.
Recommendations

Future research on values might work better by using measurement and analysis techniques that can mitigate some of the challenges associated with cultural differences in response styles.

Ranking of values without regard to strength is one option.