

Schwartz values in Europe: person-centered approach

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I. INTRODUCTION

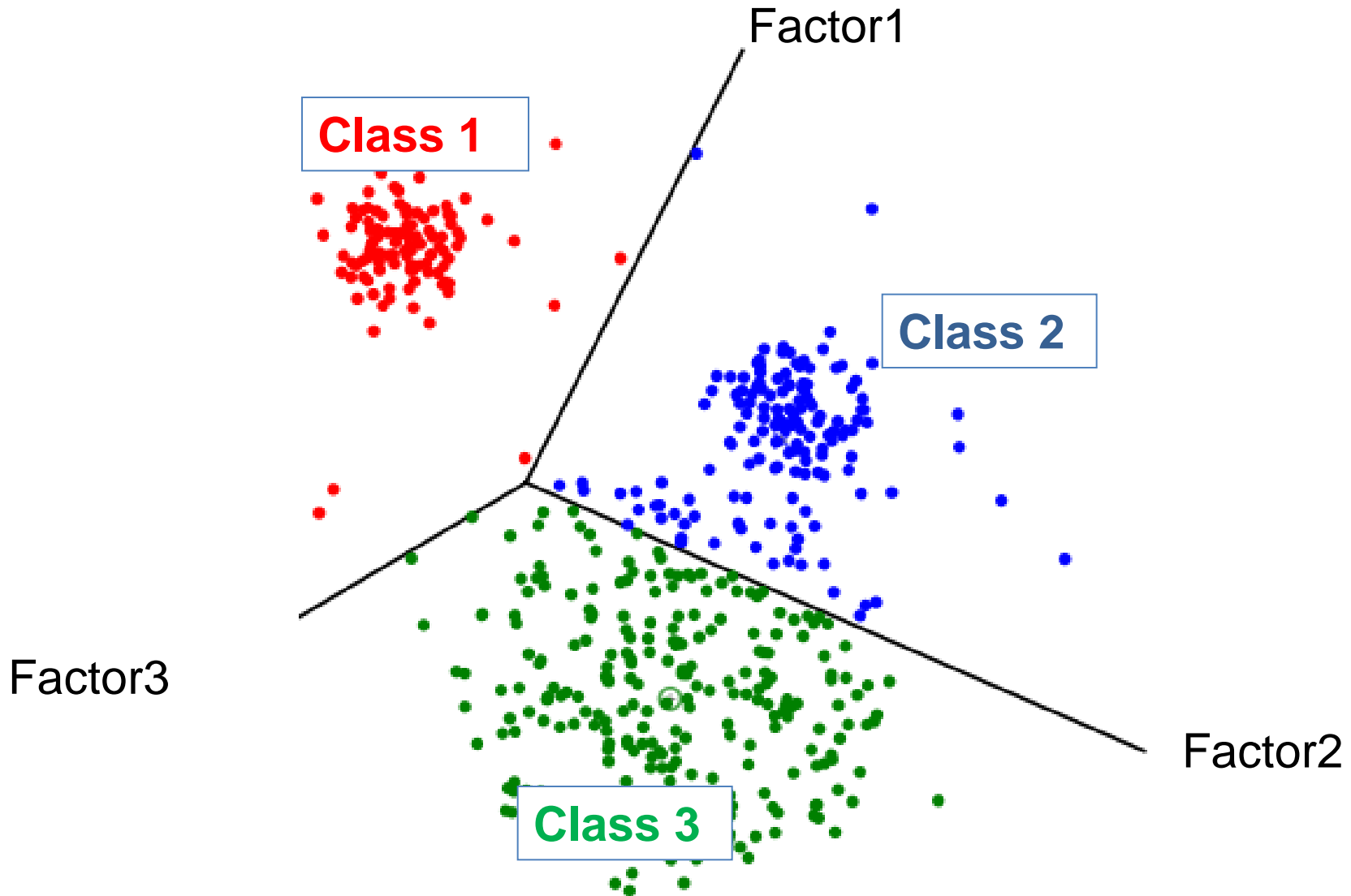
PERSON-CENTERED AND VARIABLE CENTERED APPROACH DO NOT CONTRADICT BUT COMPLEMENT EACH OTHER

Hempel, 1952; Bailey, 1994; Haagenars & Halman 1989;
Muthen & Muthen, 2000; Magnusson, 2003; Marsh,
Ludtke, Trautwein, and Morin, 2009.

Tradition: in psychology - Spranger, 1914/1928;

In sociology - Weber, 1921

Differences between variable- and person-centered approach



Simulated data in n-dimensional space

Schwartz variable-centered approach to values focuses on relations between distinct value variables and combining them into higher-order variables.

Two integral value dimensions derived from the individual responses to 21 value items:

1. *Openness to Change* — *Conservation*

Self-direction, Stimulation, Hedonism

versus

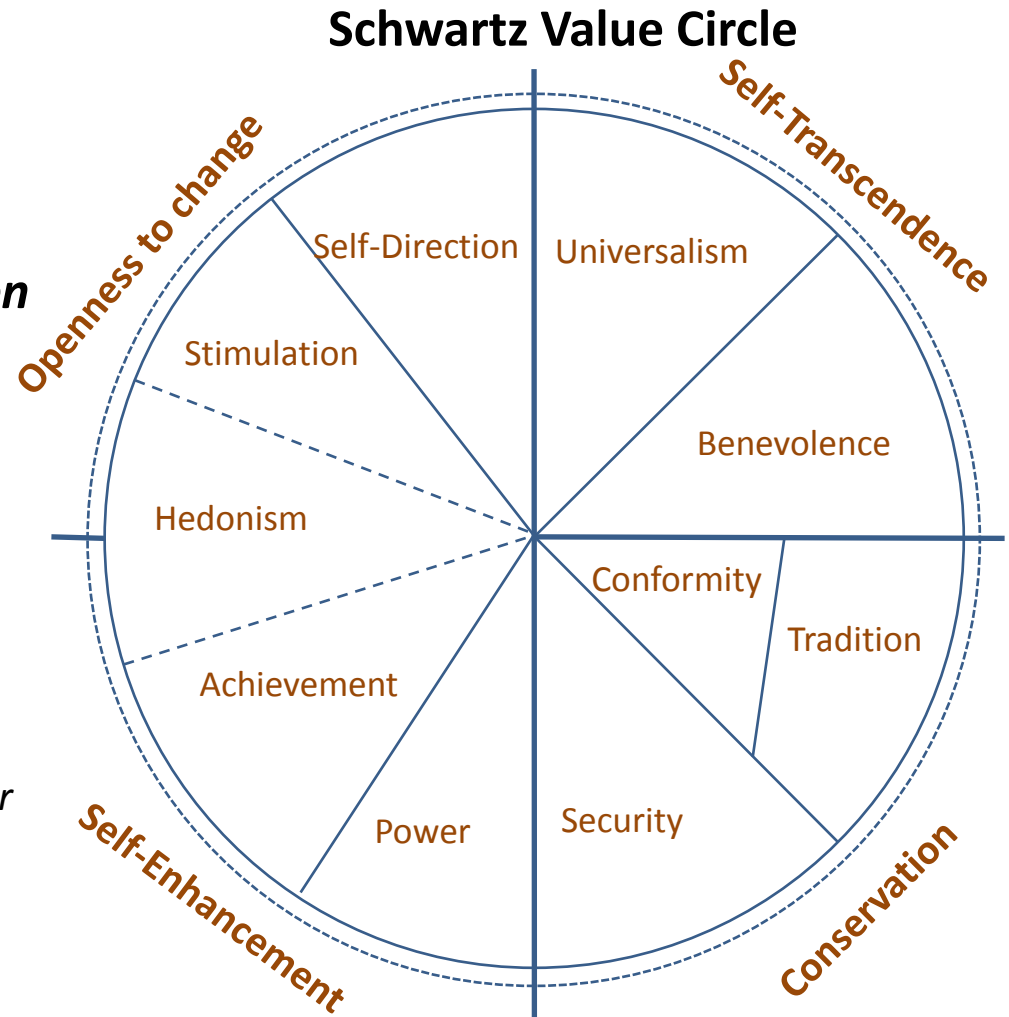
Security, Conformity, Tradition

2. *Self-Transcendence* — *Self-Enhancement*

Benevolence, Universalism

versus

Achievement (personal success), personal Power and wealth



Person-centered approach to values: the value system instead of the distinct value variables

Focusing on relations between individual value systems and combining the individuals with similar value systems into types or classes.

The picture complementary to Schwartz circle to be provided!

TWO TASKS OF THE CURRENT STUDY

- 1) Develop a unified classification of all Europeans based on their commitments to basic human values and to describe the value types by a configuration of value variables.
- 2) Detect individual-level and country-level determinants of value class membership.

II. DATA AND METHODOLOGY

National representative samples.

European Social Survey – 4th Round, 2008-2009
(29 countries), total of 55,532 respondents

Latent Class Analysis - A model-based technique which takes into account measurement error, uses probability-based approach instead of *ad hoc* criteria to estimate cluster centers, and provides a formal statistical test of the number of latent classes (Lazarsfeld & Henry, 1968, McCutcheon, 1987, Vermunt, 2004, Muthen & Muthen, 2010).

The input variables: Schwartz Human Values Scale is a part of the ESS and provides 21 value portraits to be evaluated

Extract from the ESS questionnaire:

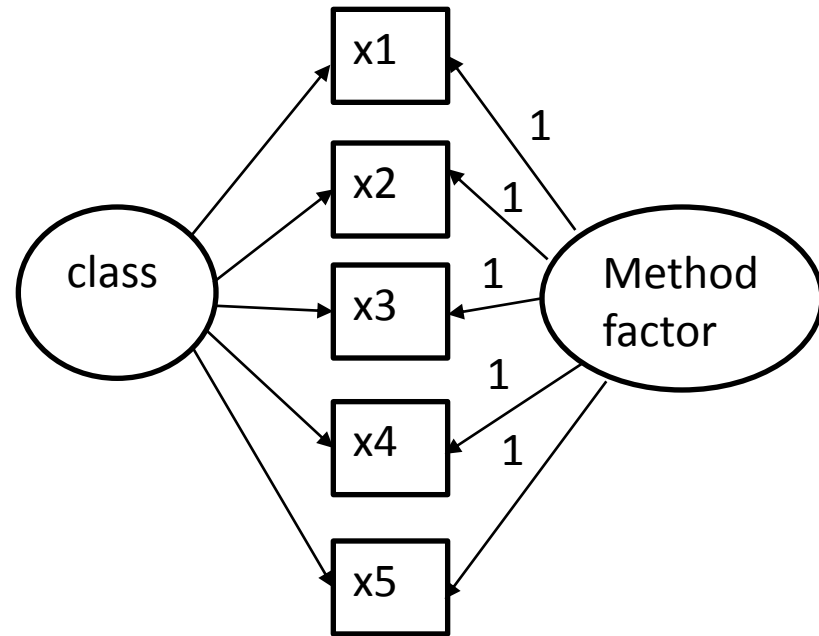
Here we briefly describe some people. Please read each description and tick the box on each line that shows how much each person is or is not like you.

How much like you is this person?

	Very much like me	Like me	Some- what like me	A little like me	Not like me	Not like me at all
1 Thinking up new ideas and being creative is important to him. He likes to do things in his own original way.	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
2 It is important to him to be rich. He wants to have a lot of money and expensive ¹ things.	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
3 He thinks it is important that every person in the world should be treated equally. He believes everyone should have equal opportunities in life.	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06

Correction for response style

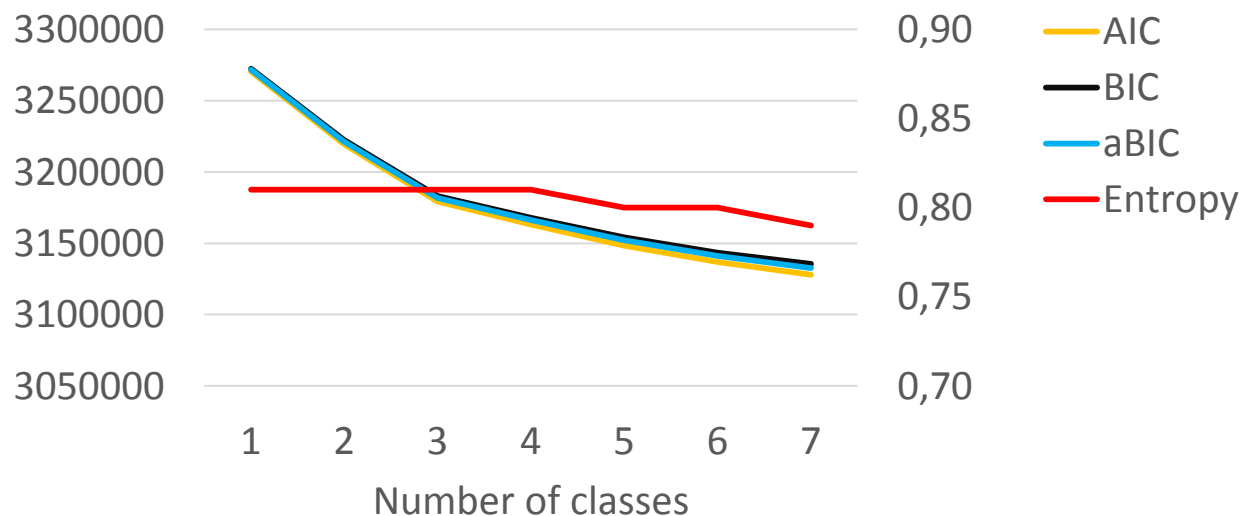
- When interval measurement scales are assumed for the primary items, it is conventional to use centering
- We do assume just the ordinal scale, so instead of centering we apply a “random intercept” approach (Vermunt, 2010), that is a “method factor” in LCA



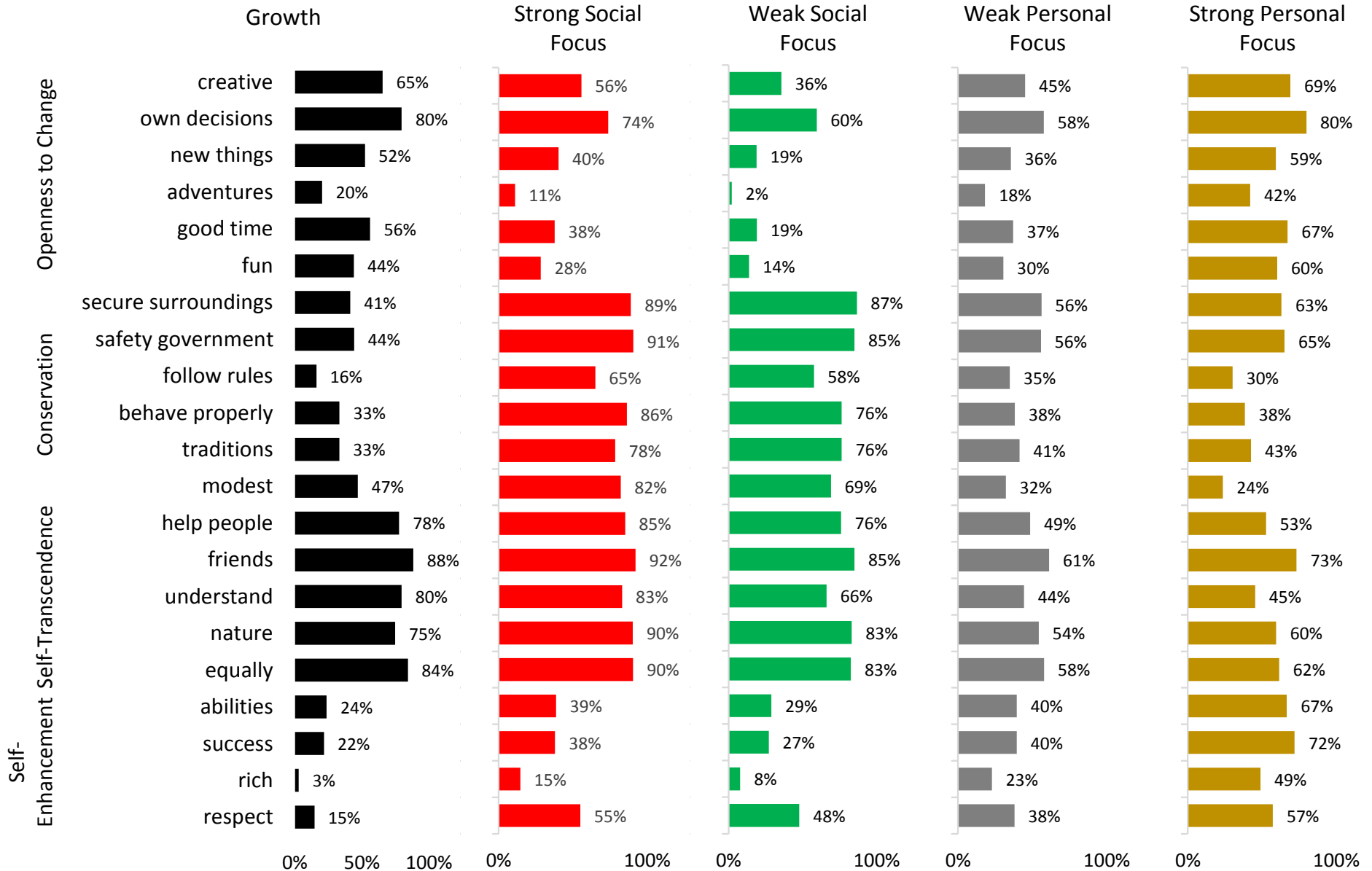
III. CONSTRUCTING THE VALUE TYPOLOGY THROUGH LATENT CLASS ANALYSIS

Model Fit Indices for eight different Latent Class Models based on 21 Schwartz value items with different number of classes

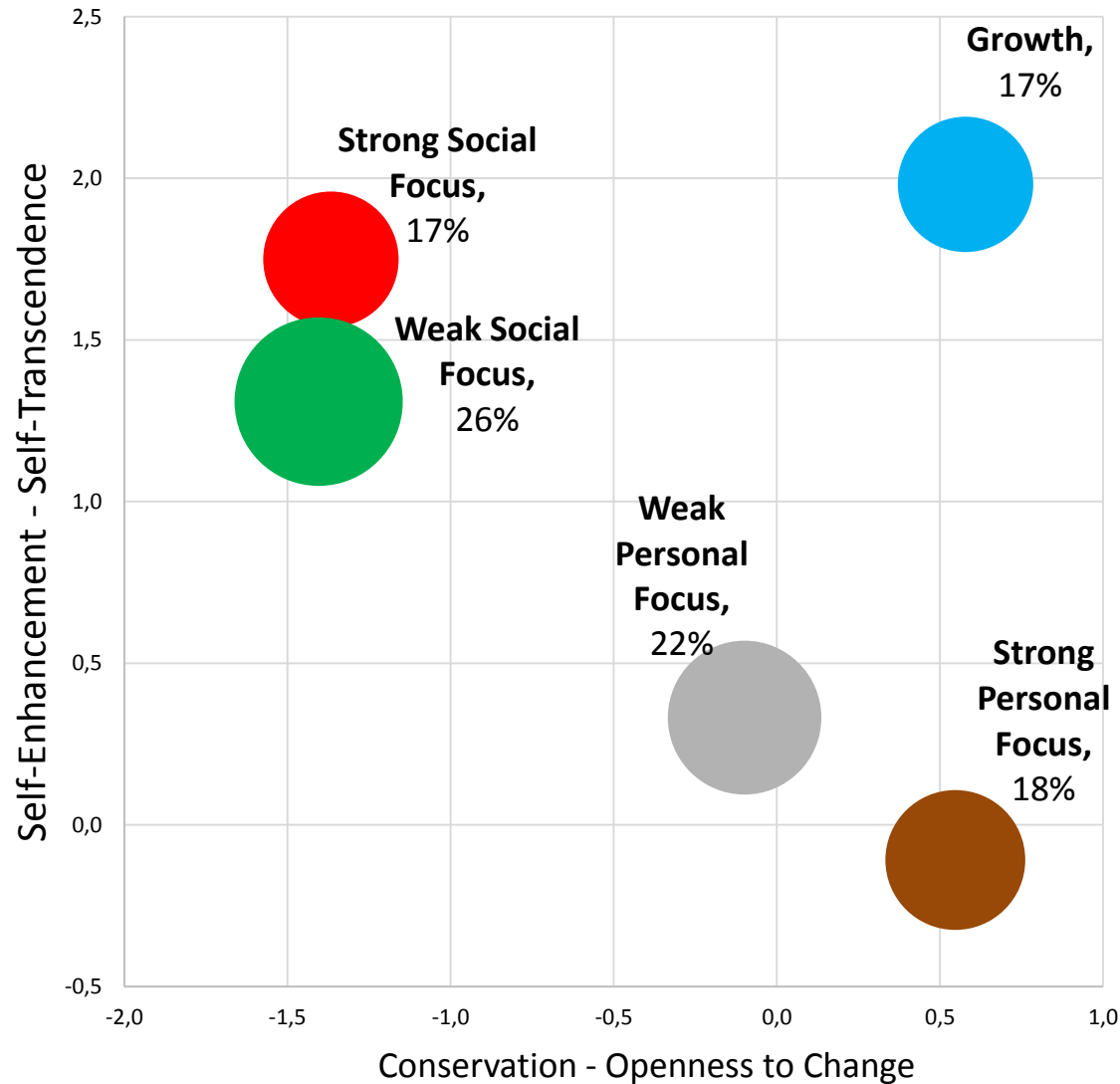
Number of classes	Number of Parameters	LogLikelihood	AIC	BIC	Entropy	Likelihood ratio VLMR p-values
1	106	-1699838	3399888	3400834	-	-
2	213	-1634999	3270424	3272325	0.81	0.00
3	320	-1609434	3219508	3222364	0.81	0.00
4	427	-1589266	3179386	3183197	0.81	0.00
5	527	-1581099	3163251	3167955	0.81	0.00
6	641	-1573548	3148377	3154098	0.80	0.56!
7	748	-1567665	3136826	3143501	0.80	0.58
8	855	-1563055	3127820	3135451	0.79	0.37



SHARES (ESTIMATED PROBABILITIES) OF ANSWERS “VERY MUCH LIKE ME” AND “LIKE ME” CONDITIONED BY RESPONDENTS CLASS MEMBERSHIP

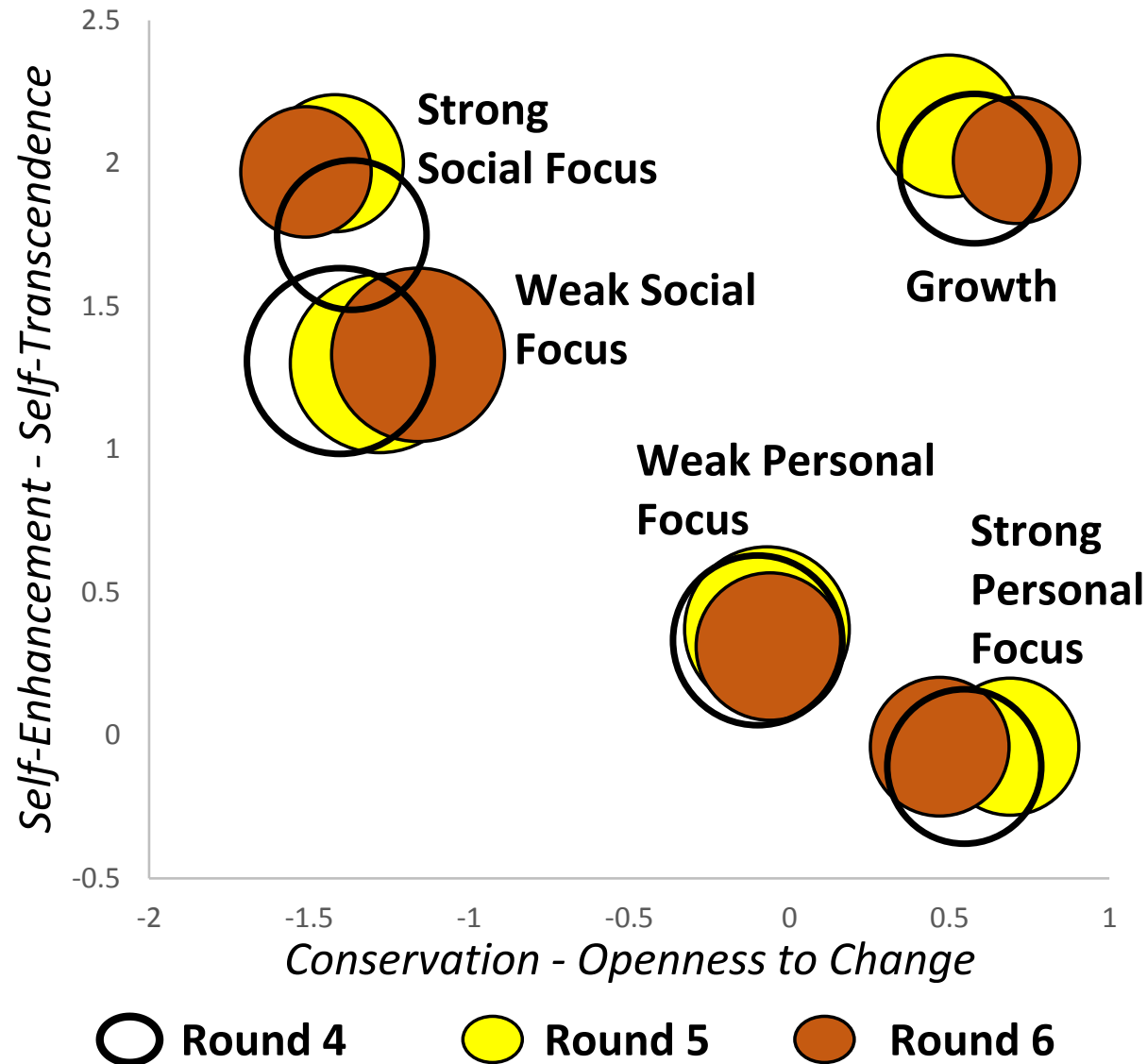


FIVE CLASSES IN THE SPACE OF THE SCHWARTZ VALUE DIMENSIONS



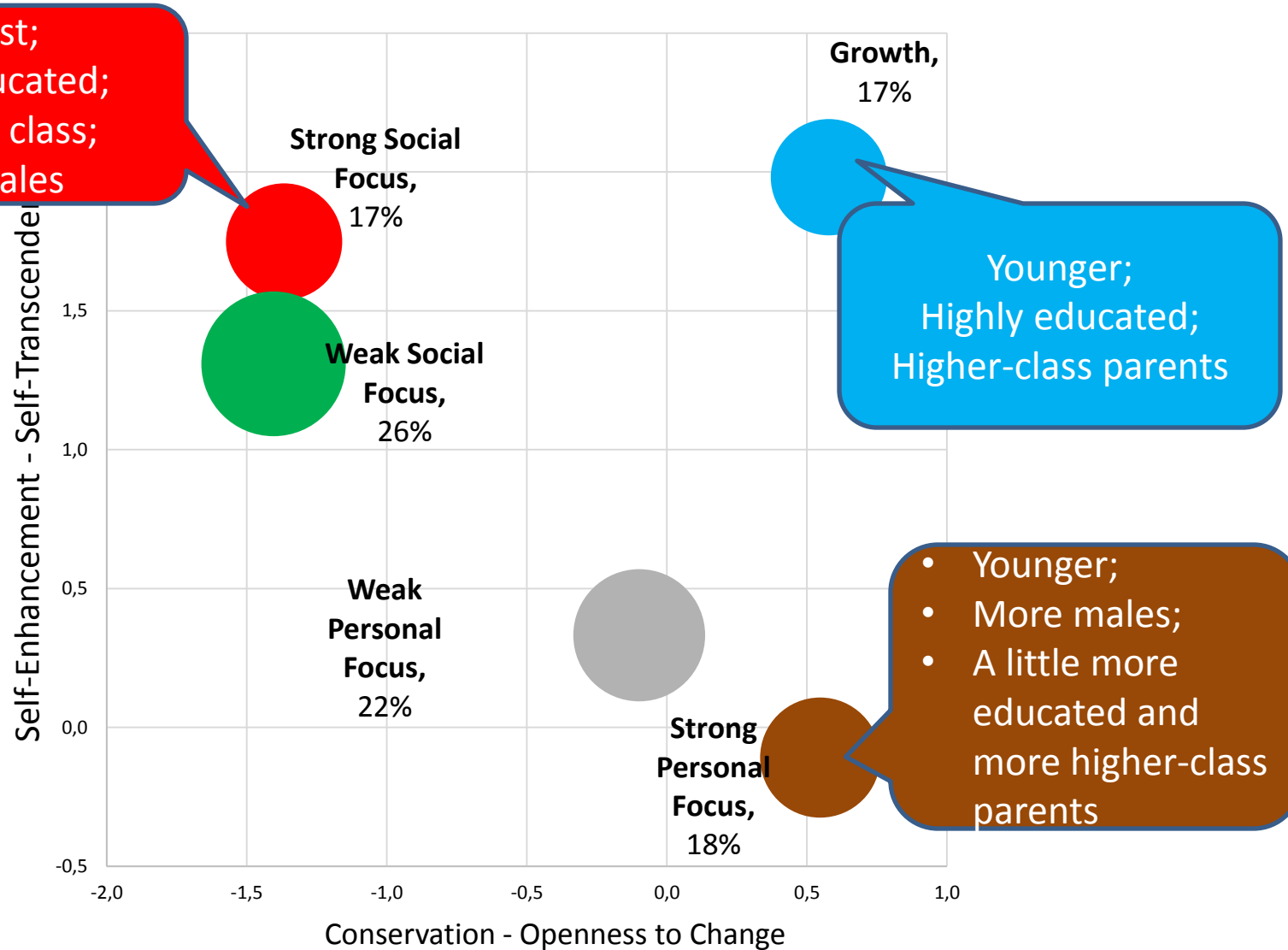
- Bubbles are located in accordance with classes' mean scores on two value dimensions; Bubble size corresponds to the number of respondents in each class

Value classes are partially invariant across three rounds of ESS



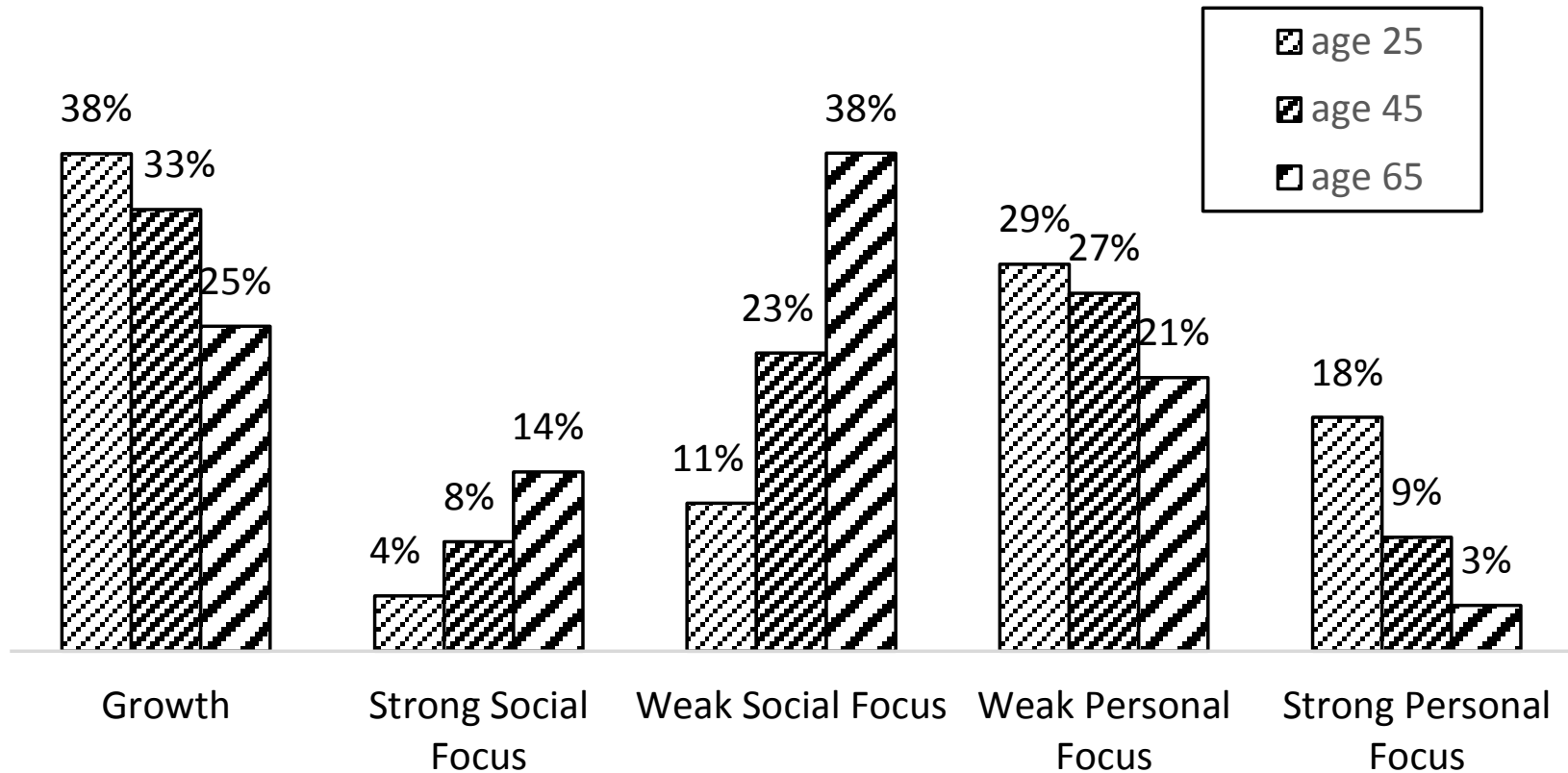
**IV. INDIVIDUAL AND COUNTRY
EFFECTS ON VALUE CLASS
MEMBERSHIP**

FIVE CLASSES IN THE SPACE OF THE SCHWARTZ VALUE DIMENSIONS

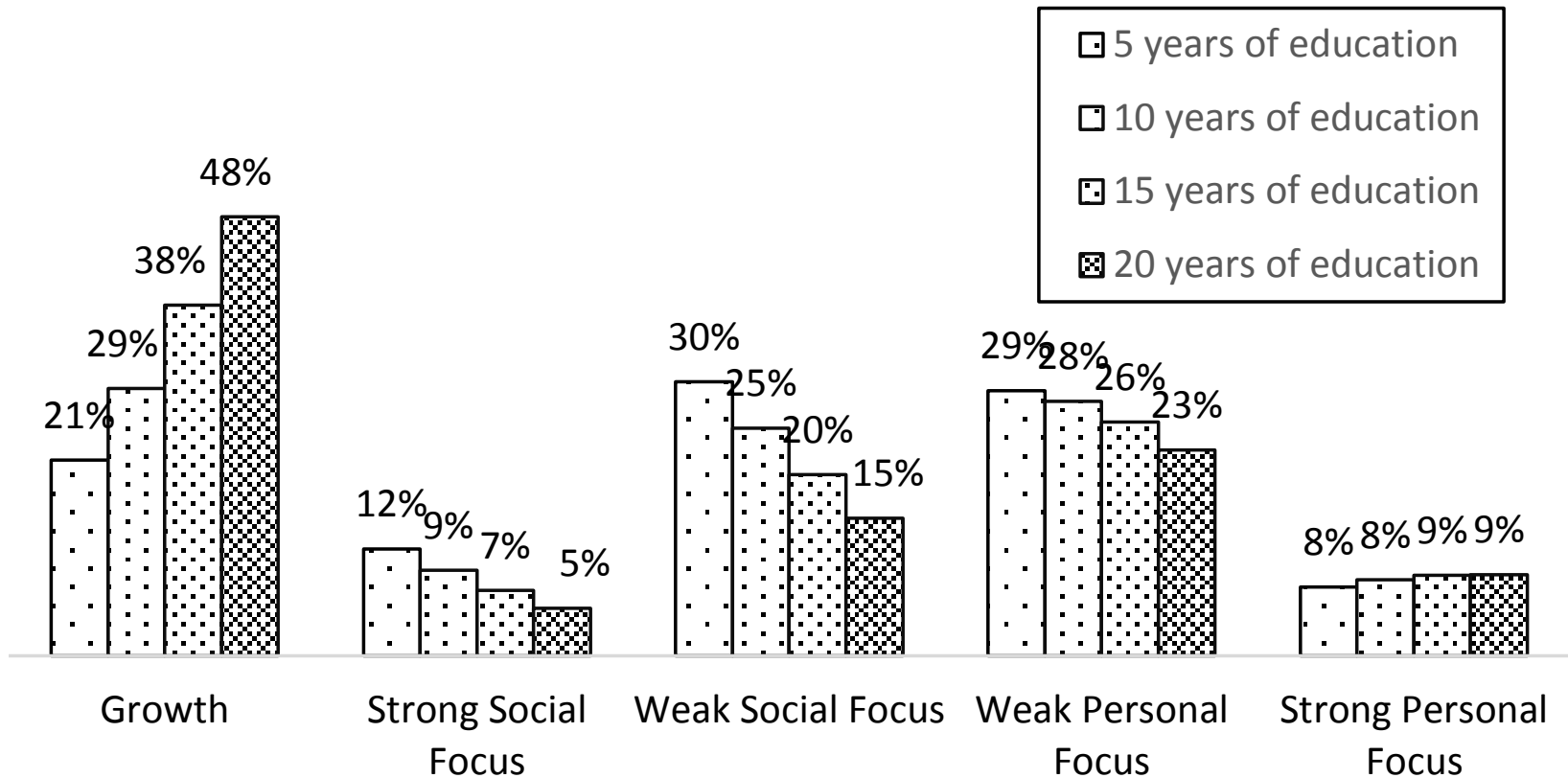


Bubbles are located in accordance with classes' mean scores on two value dimensions; Bubble size corresponds to the number of respondents in each class

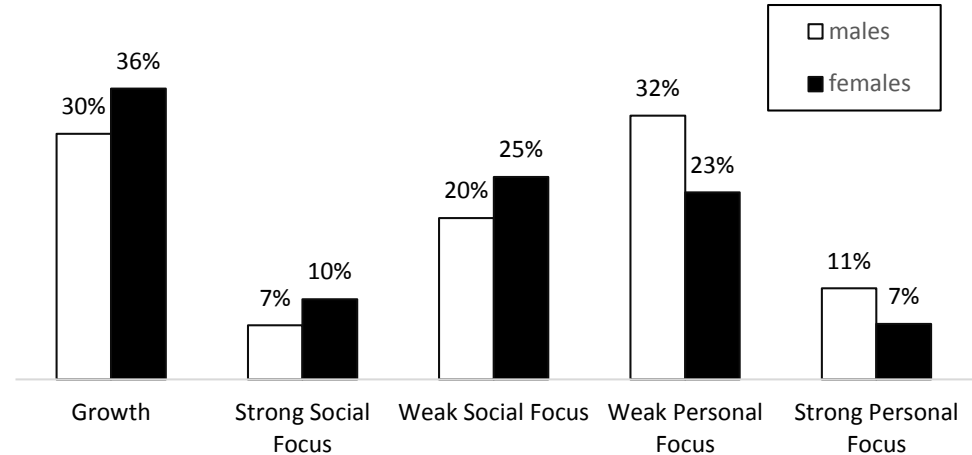
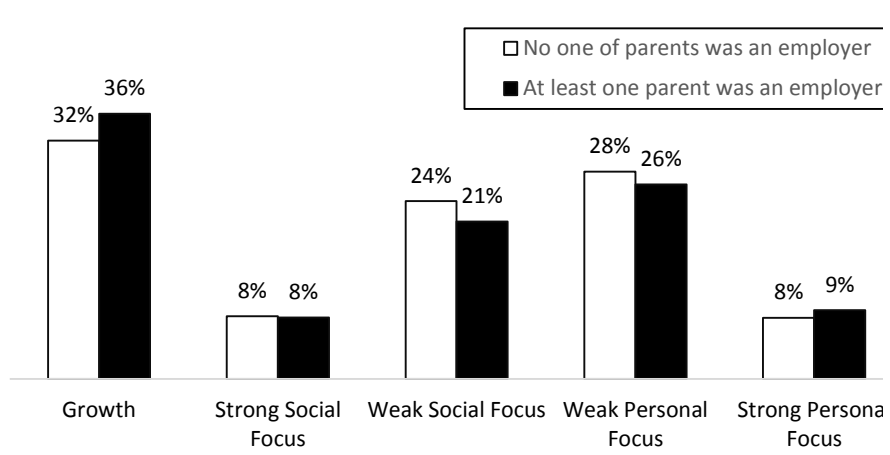
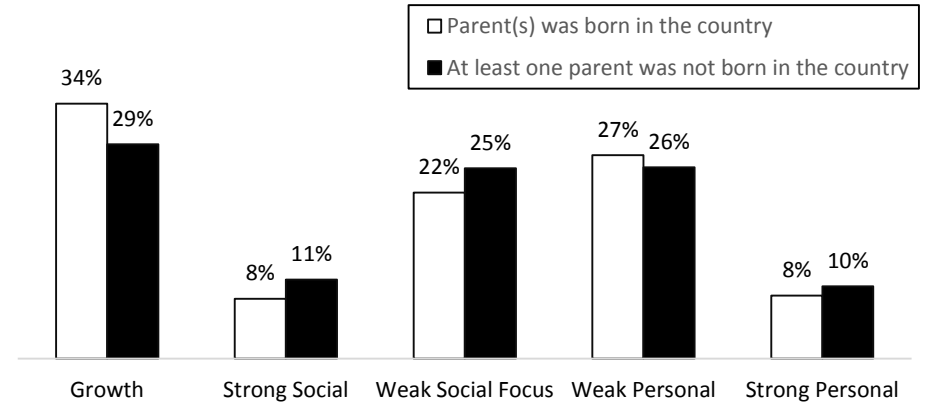
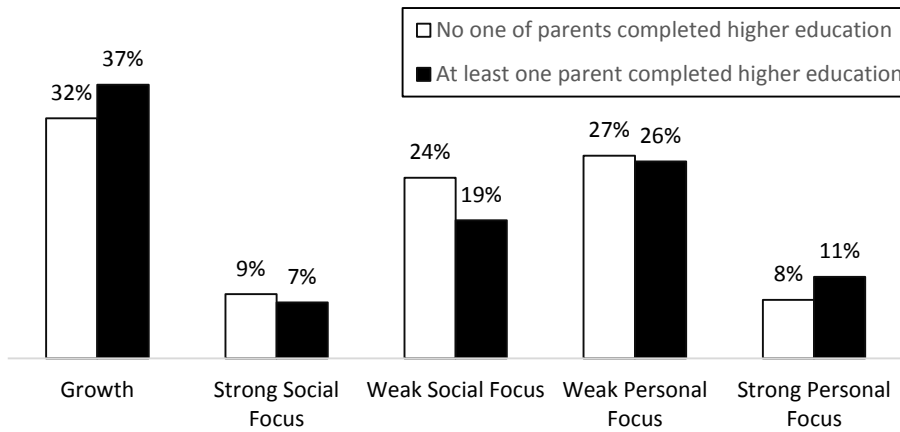
Predicted probabilities for different age groups in Belgium as example, at the sample average of all the other predictors



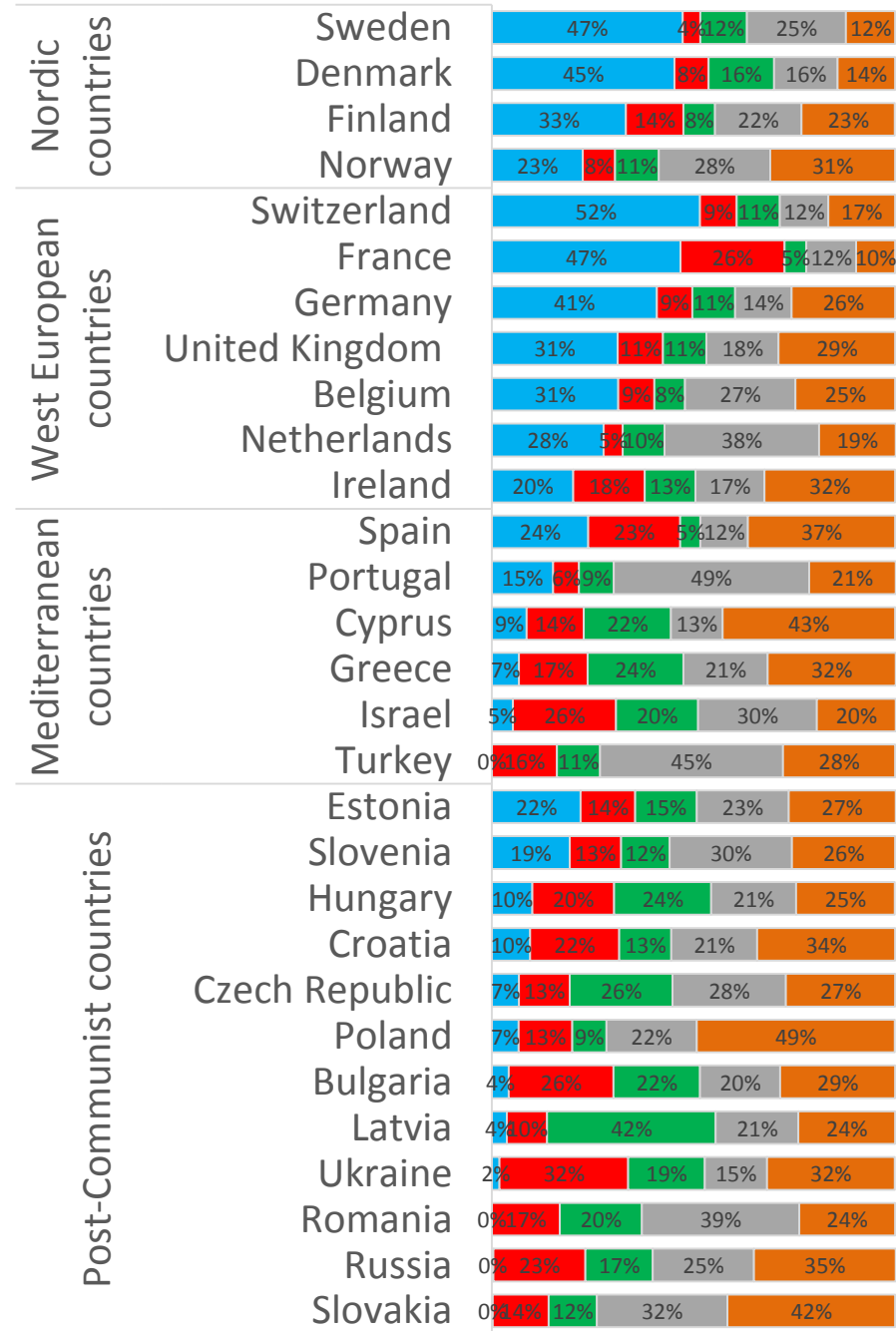
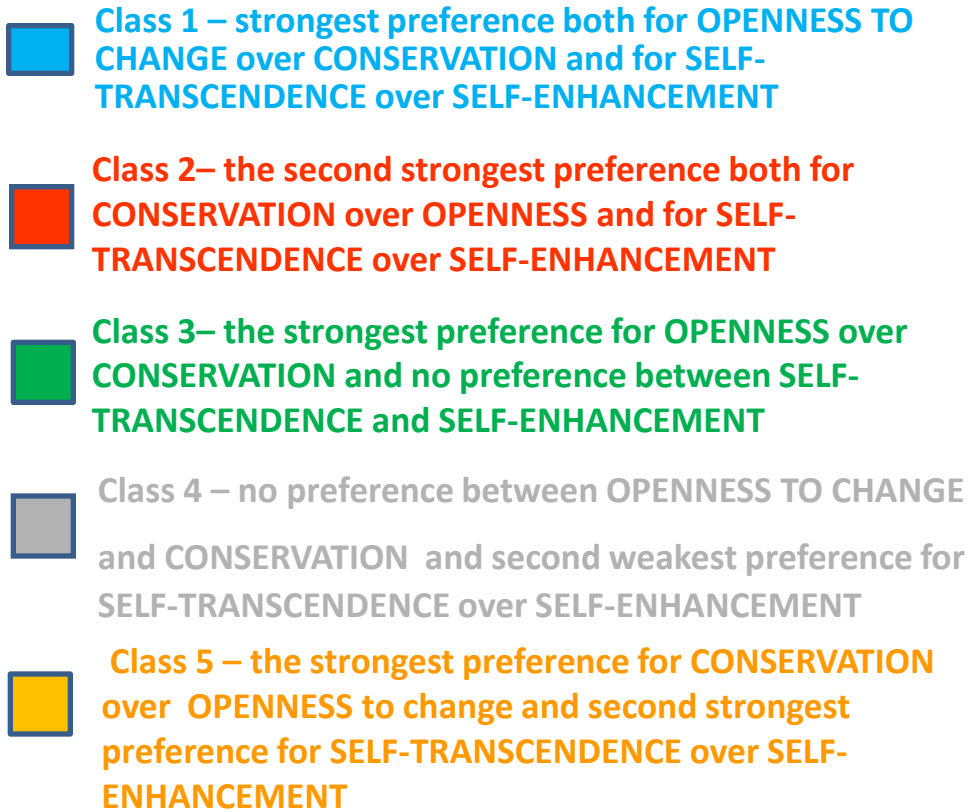
Predicted probabilities for different educational level in Belgium as example, at the sample average of all the other predictors



Predicted probabilities for different groups



VALUE CLASS SHARES* FOR 29 EUROPEAN COUNTRIES



* Estimated probabilities of class membership (evaluated given the sample mean for all the other predictors)

VALUE CLASS SHARES BY A COUNTRY GROUP*



**Average estimated probabilities of class membership conditioned by the country of residence (evaluated given the sample mean for all the other predictors)*

V. CONCLUSIONS

- 1) The unified typology (classification) of all Europeans based on their commitments to Schwartz basic human values has been developed. This “person-centered” vision of value structure based on the personal value systems instead of the single values is complementary to common “variable-centered” approach.**
- 2) The individual and country determinants of value class membership has been detected.**

VI. Publications

1) Vladimir Magun, Maksim Rudnev, and Peter Schmidt.

[Within and Between-Country Value Diversity in Europe: Latent Class Analysis. Higher School of Economics Research Paper No. WP BRP 06/SOC/2012](#)
<http://papers.ssrn.com/sol3/results.cfm>

2) Maksim Rudnev, Vladimir Magun and Peter Schmidt.

The Stability Of The Value Typology Of Europeans:
Testing Invariance With Confirmatory Latent Class
Analysis. Higher School of Economics [Research Paper](#)
[No. WP BRP. 51/SOC/2014](#)

Thank you for your attention!