



World Values Survey

The World's Most Comprehensive Investigation of Political and Sociocultural Change



Value Change in Latin America: The Mexican Case

Alejandro Moreno
amoreno@itam.mx
@almorenoal

RONALD INGLEHART

MODERNIZATION and POSTMODERNIZATION

CULTURAL, ECONOMIC,
AND POLITICAL CHANGE
IN 43 SOCIETIES



Modernization,
Cultural Change,
and Democracy



The Human
Development Sequence



RONALD INGLEHART

CHRISTIAN WELZEL

CAMBRIDGE

Two dimensions of values



Traditional vs.
Rational/Secular Values



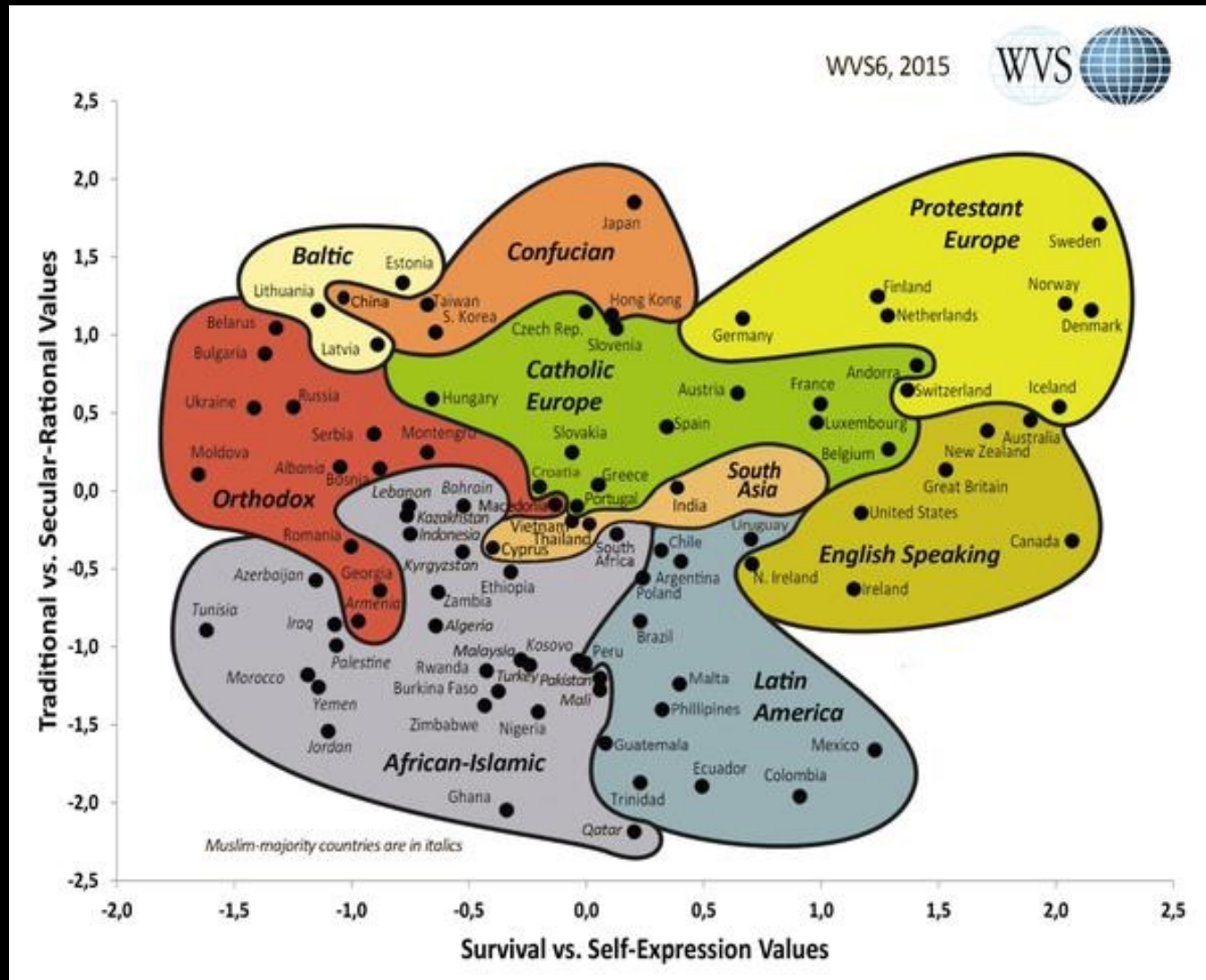
Survival vs.
Self-Expression Values



Theory of Intergenerational Value Change



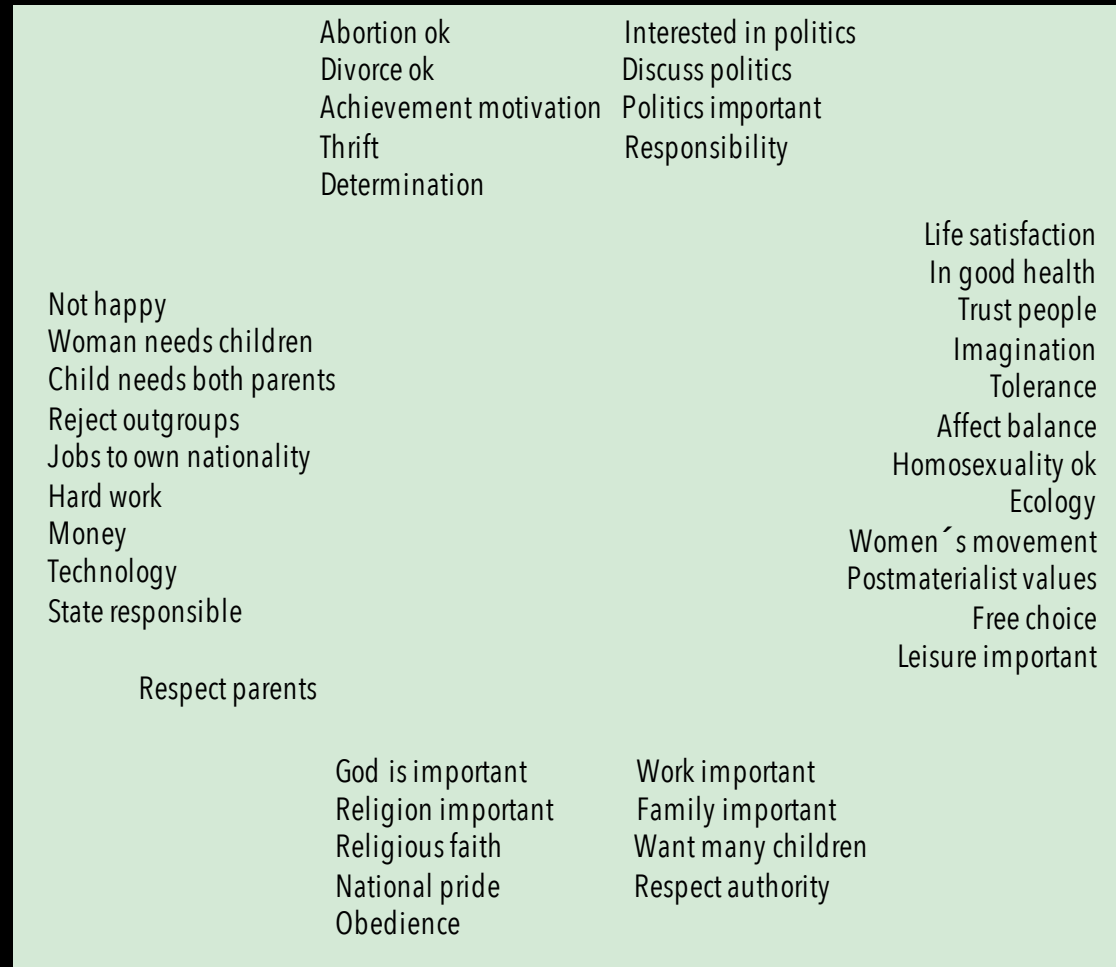
Inglehart/Welzel Cultural Map of the World



Value Orientations in the Cultural Map

Rational/Secular

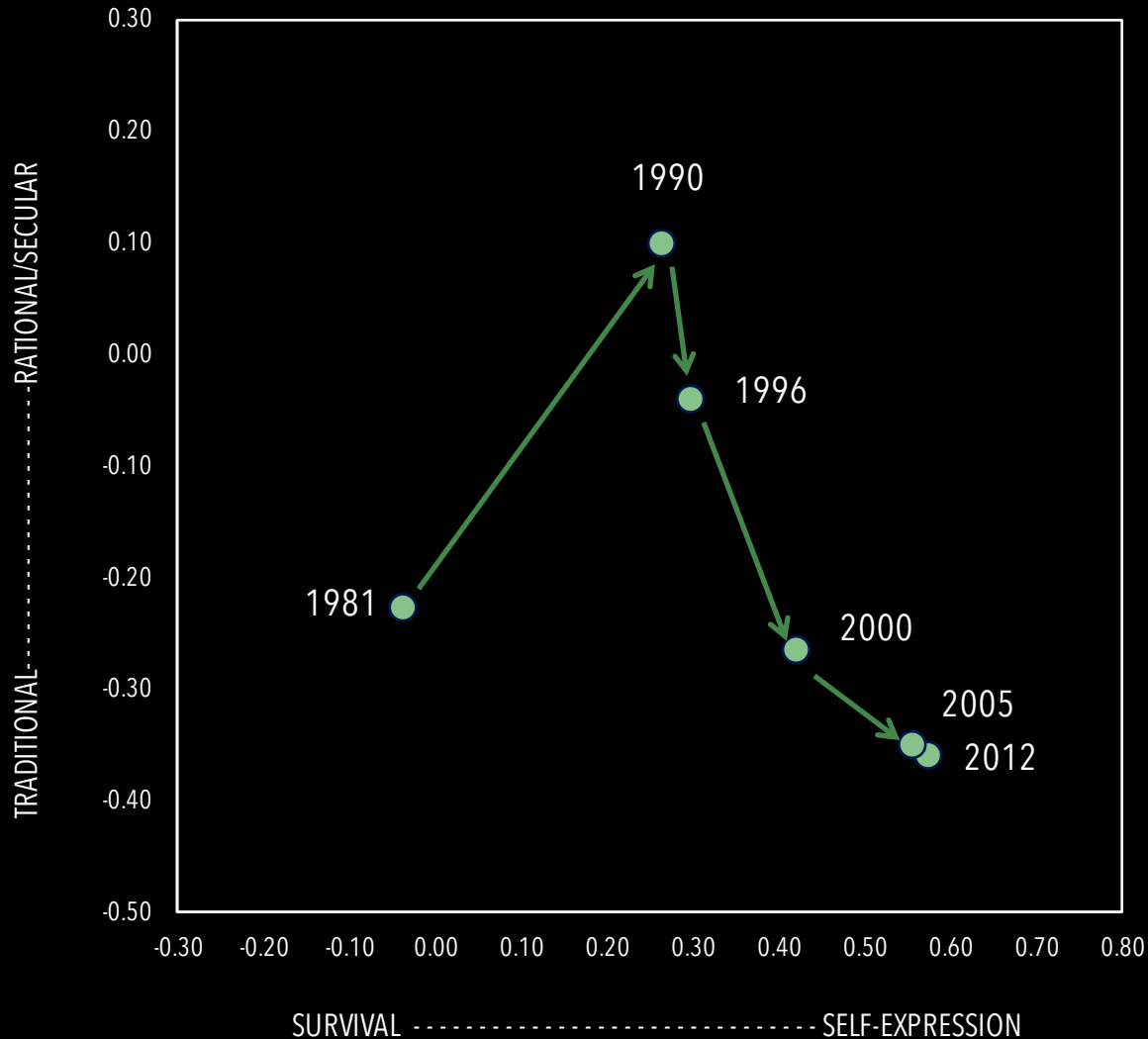
Survival



Self-Expression

Traditional

The Trajectory of Value Change in Mexico





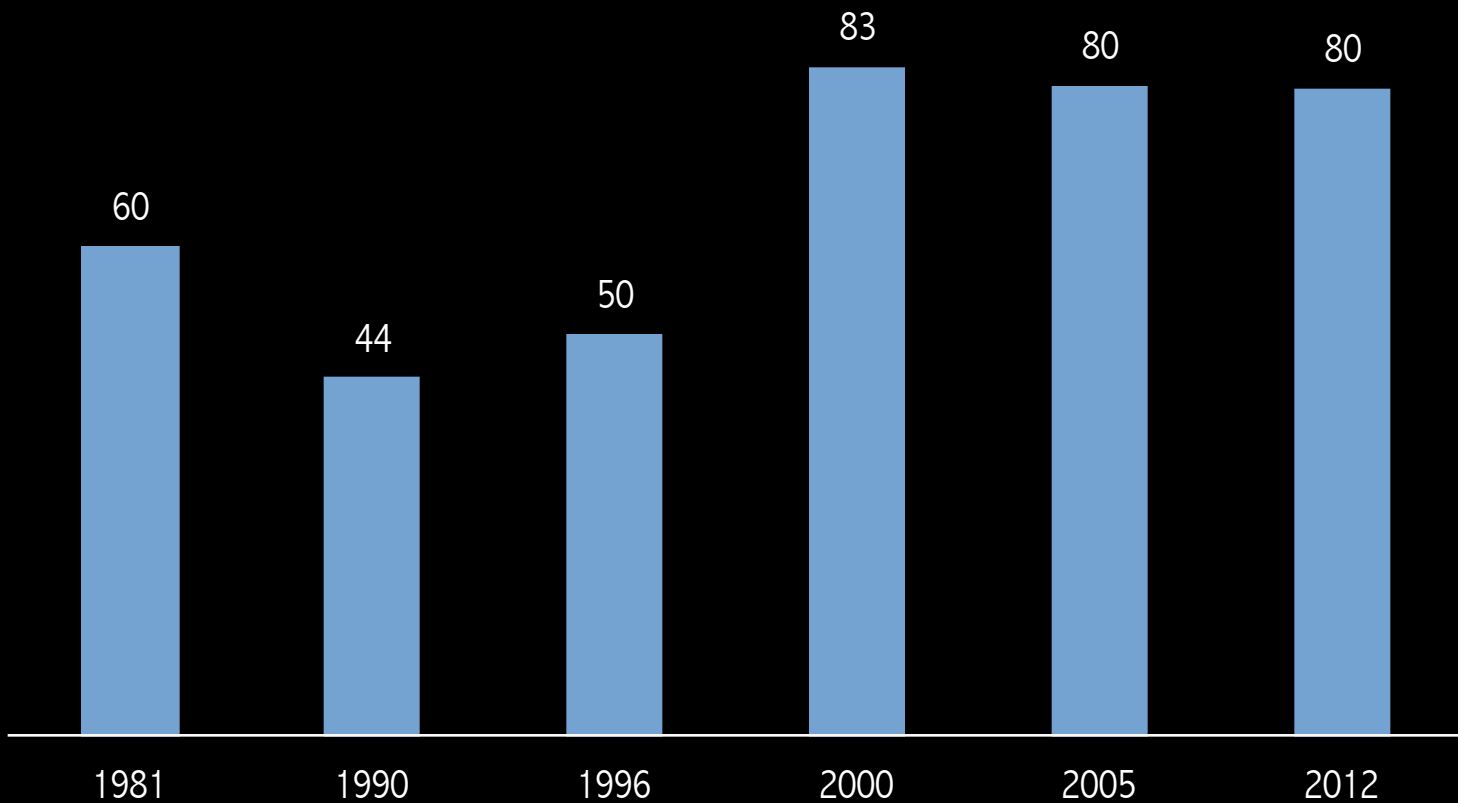
Jesús Reyes
Virgen con ángeles
Tinta / papel china
76 x 49 cm.

The
persistence
of traditional
values

Importance of God

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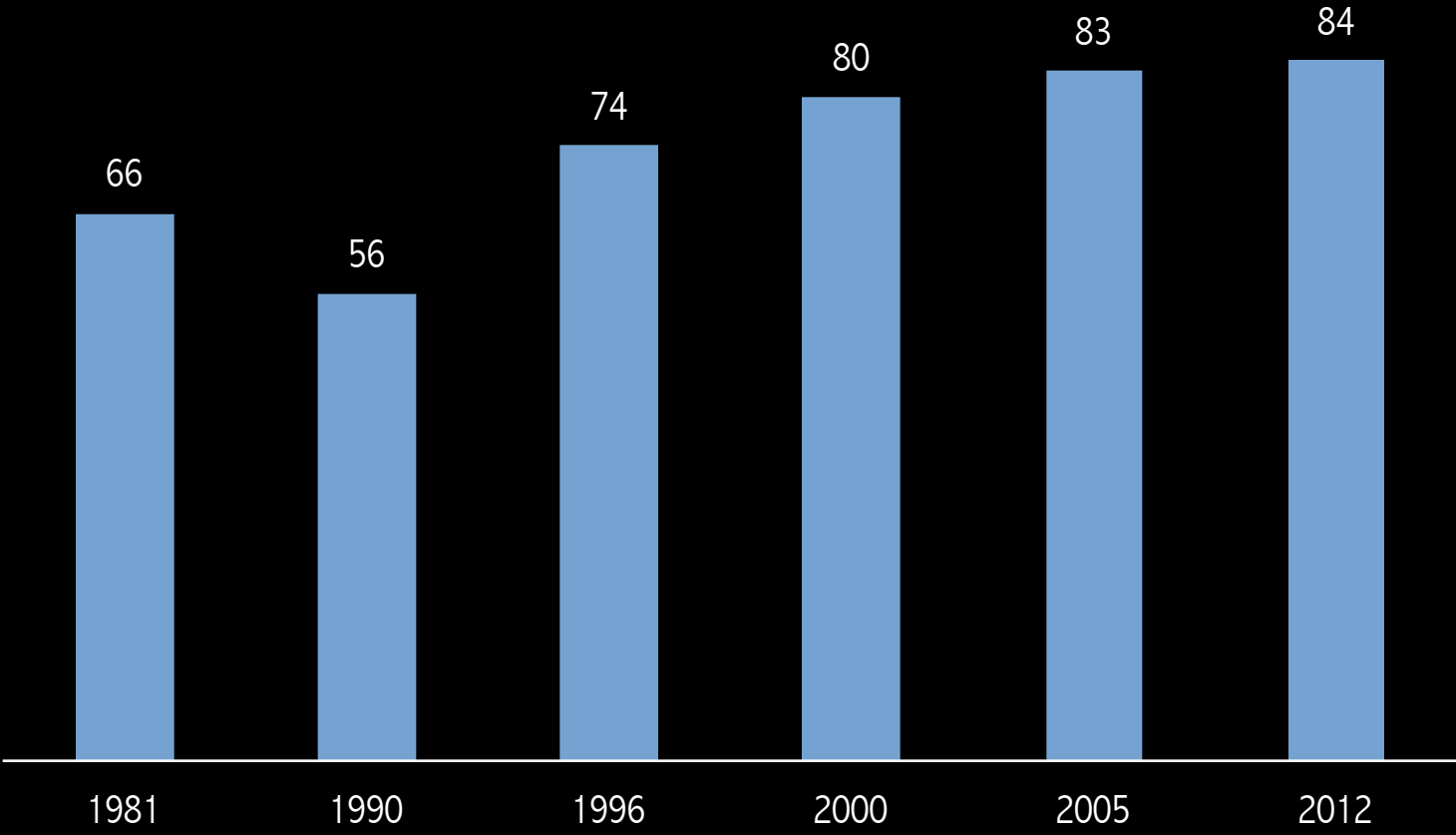
How important is God in your life: % "Very important" (10 on a 10-point scale)



National Pride

World Values Survey, Mexico

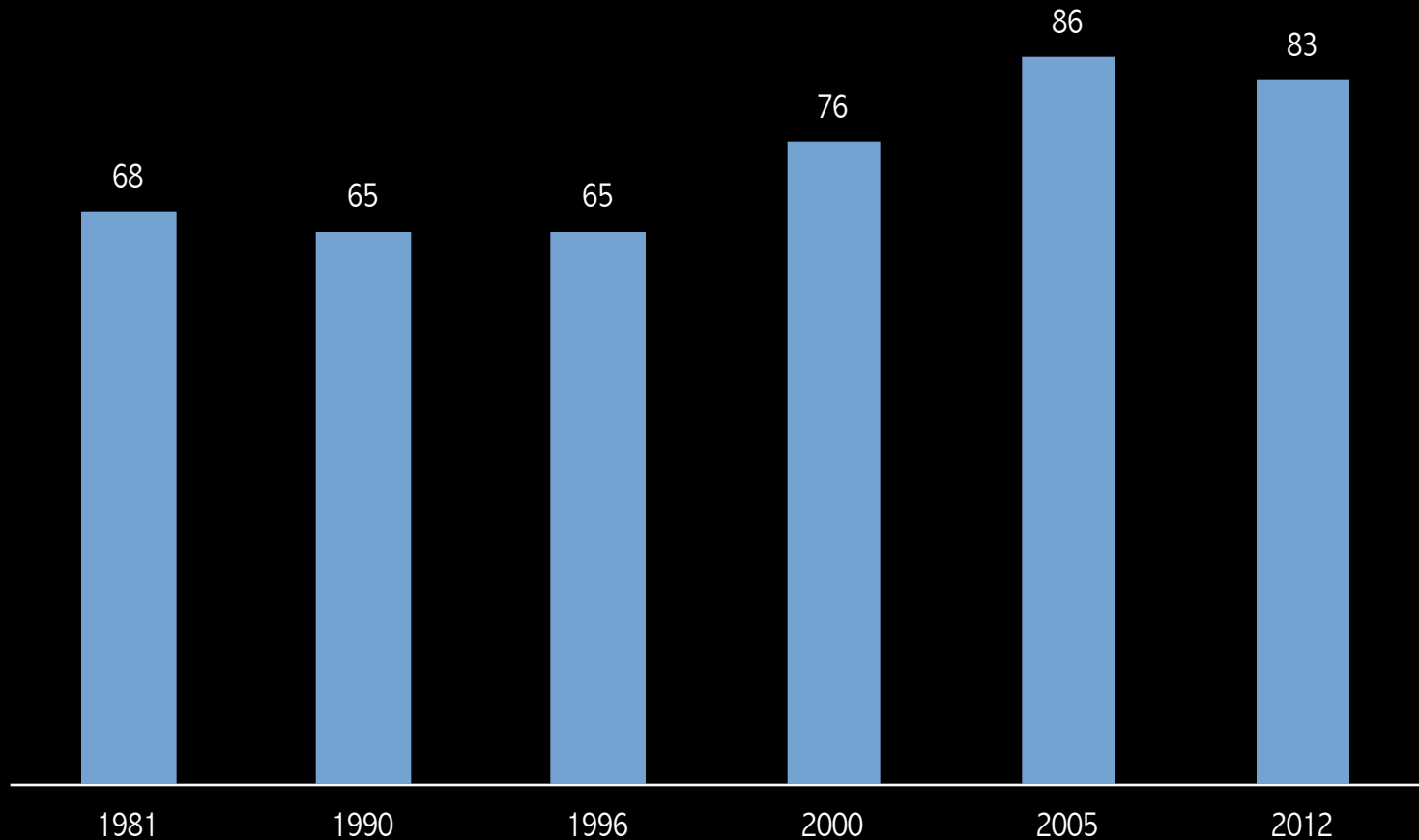
% "Very proud" of nationality



Deference Towards Authority

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Greater respect for authority: % "a good thing"





Rufino Tamayo

La Pareja

Litografía

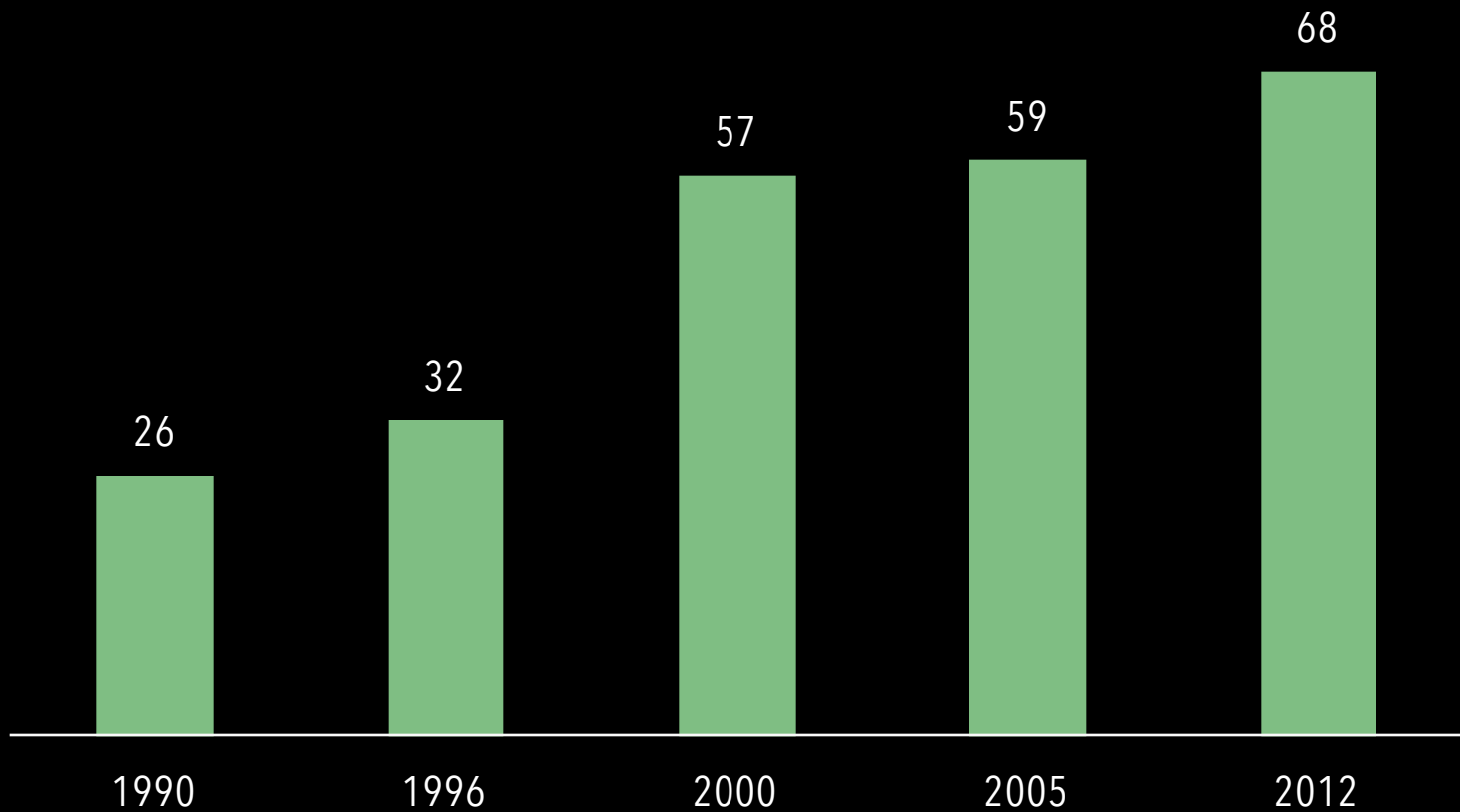
80.5 x 121 cm.

The rising
importance of
self-expression

Happiness

World Values Survey, Mexico

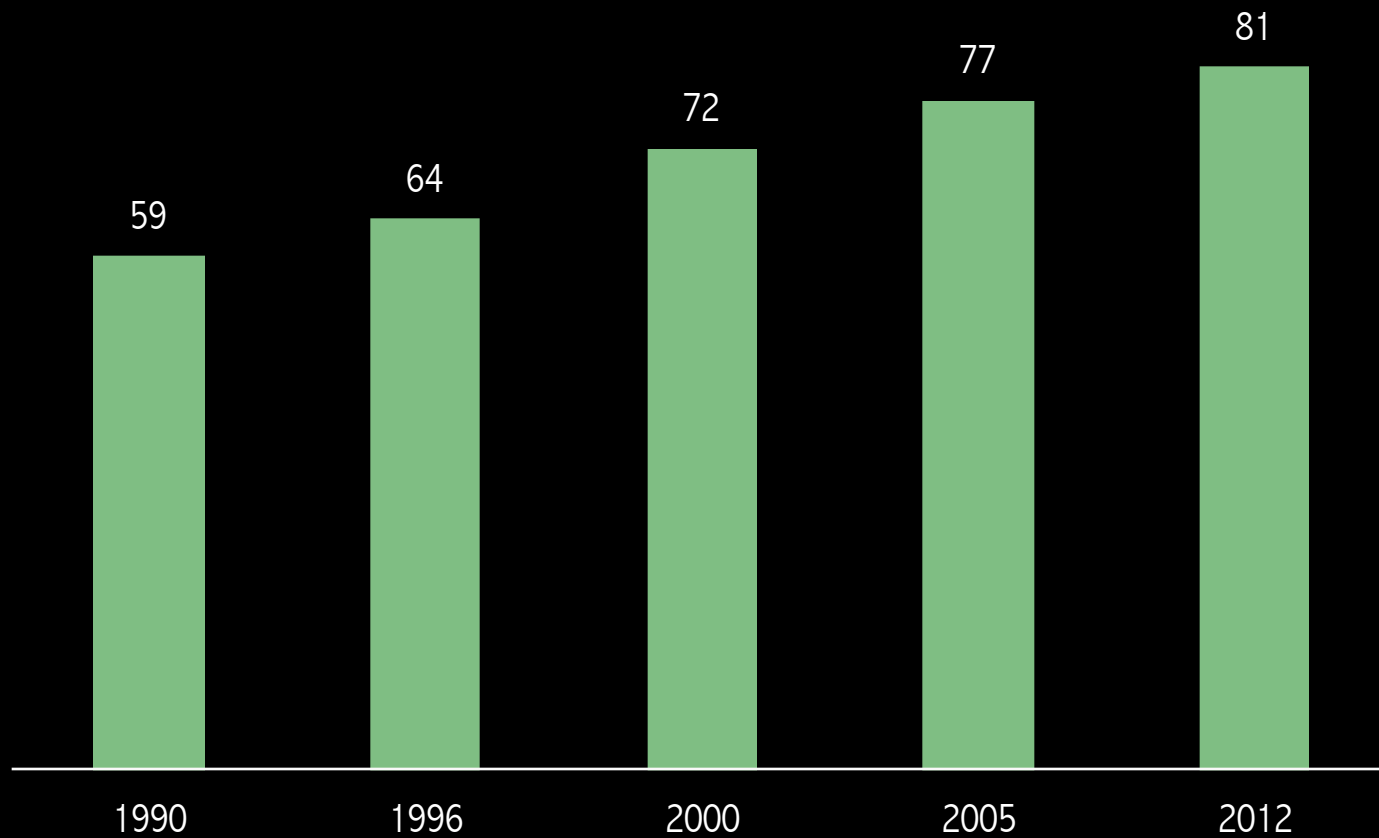
% "Very happy"



Life Satisfaction

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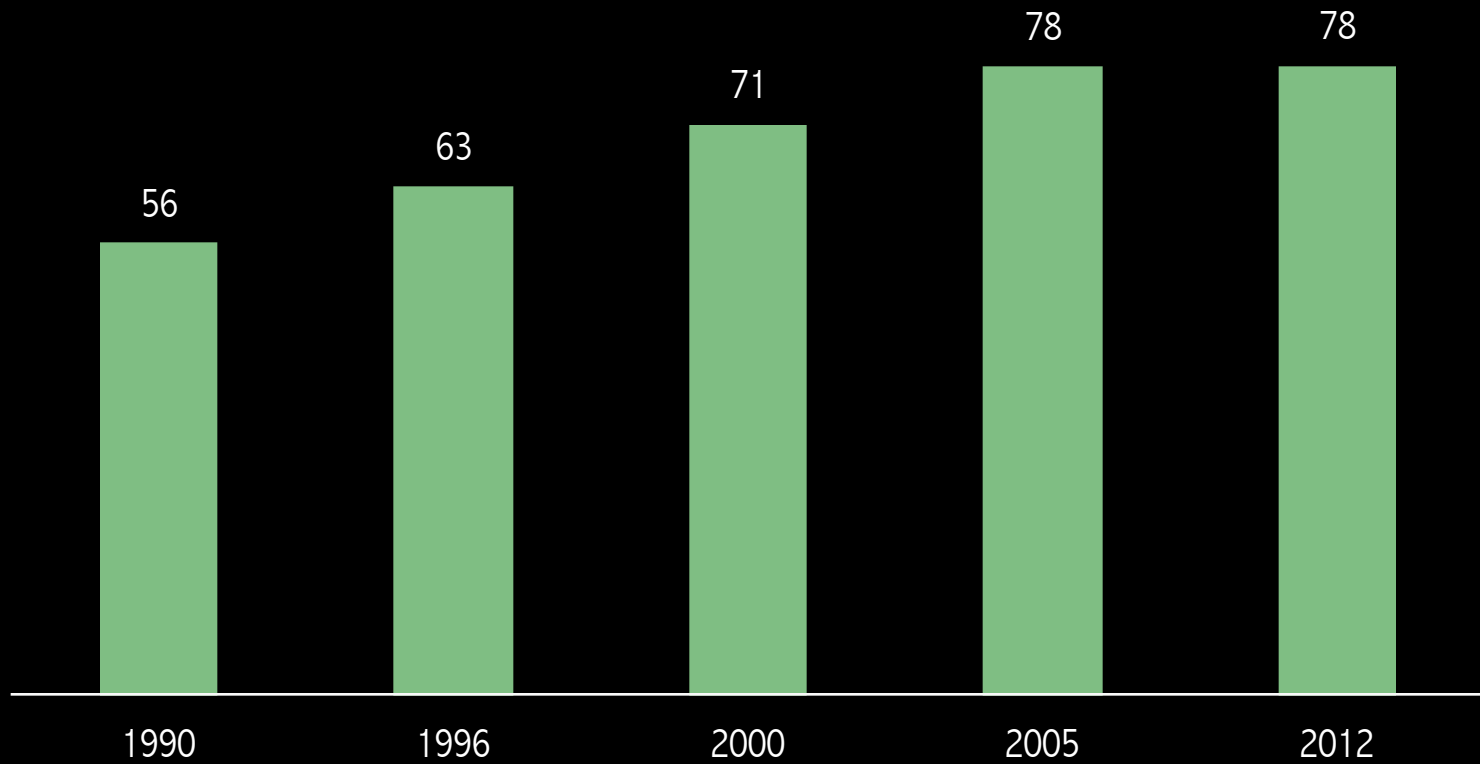
% Satisfied with life (8-10)

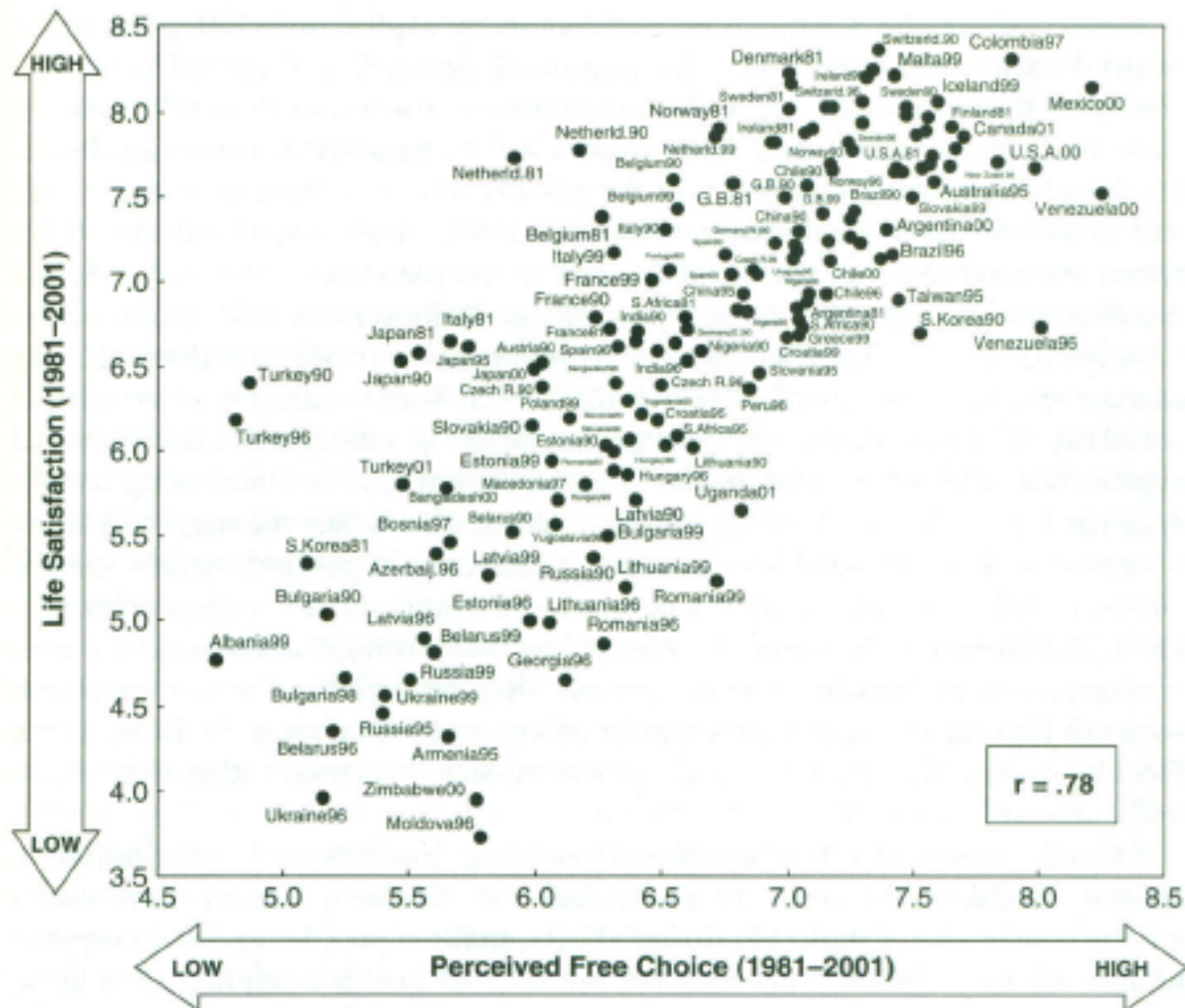


Freedom of Choice

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■ How much freedom of choice and control over your life (% 8-10)

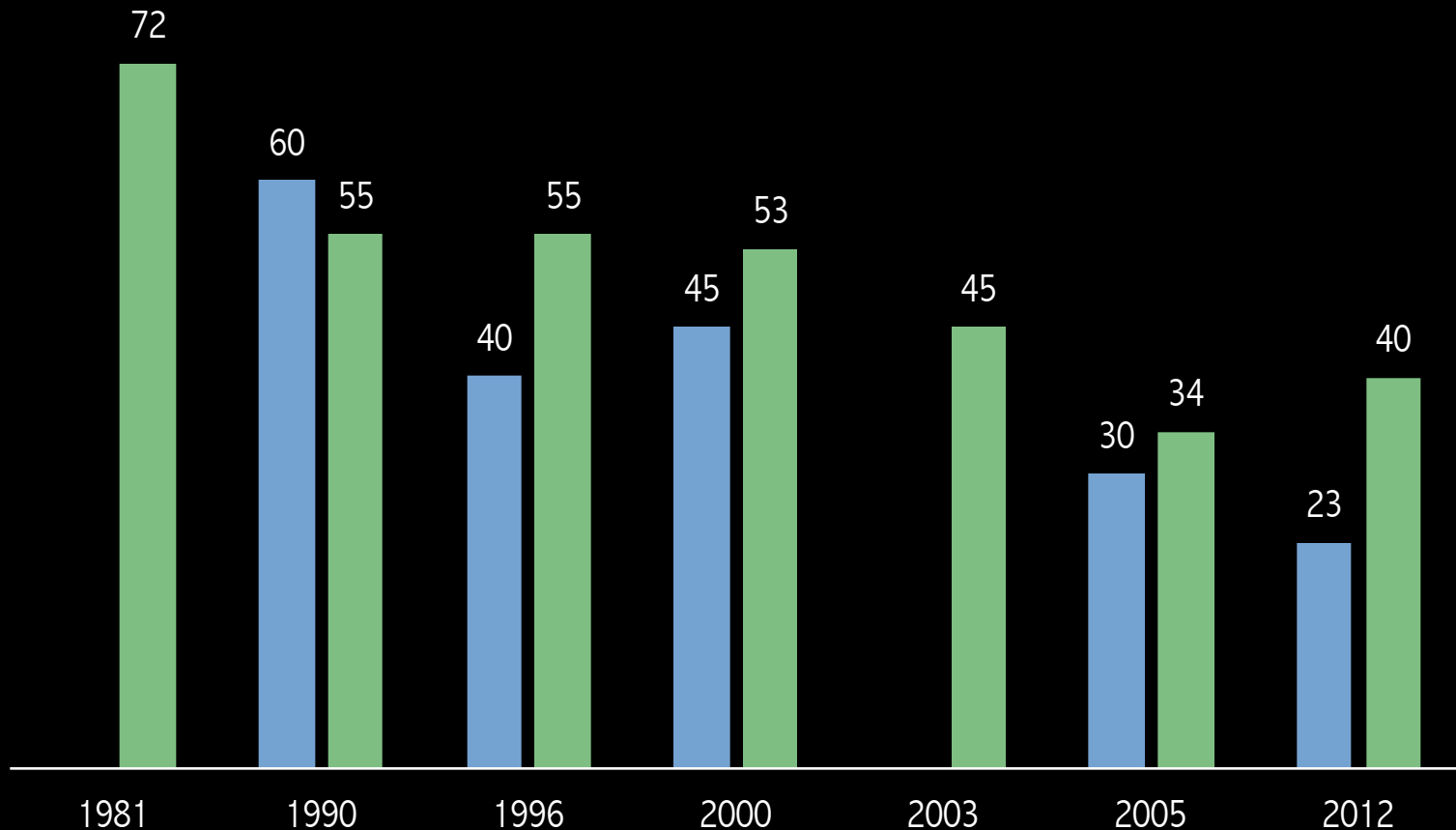




Attitudes towards homosexuality

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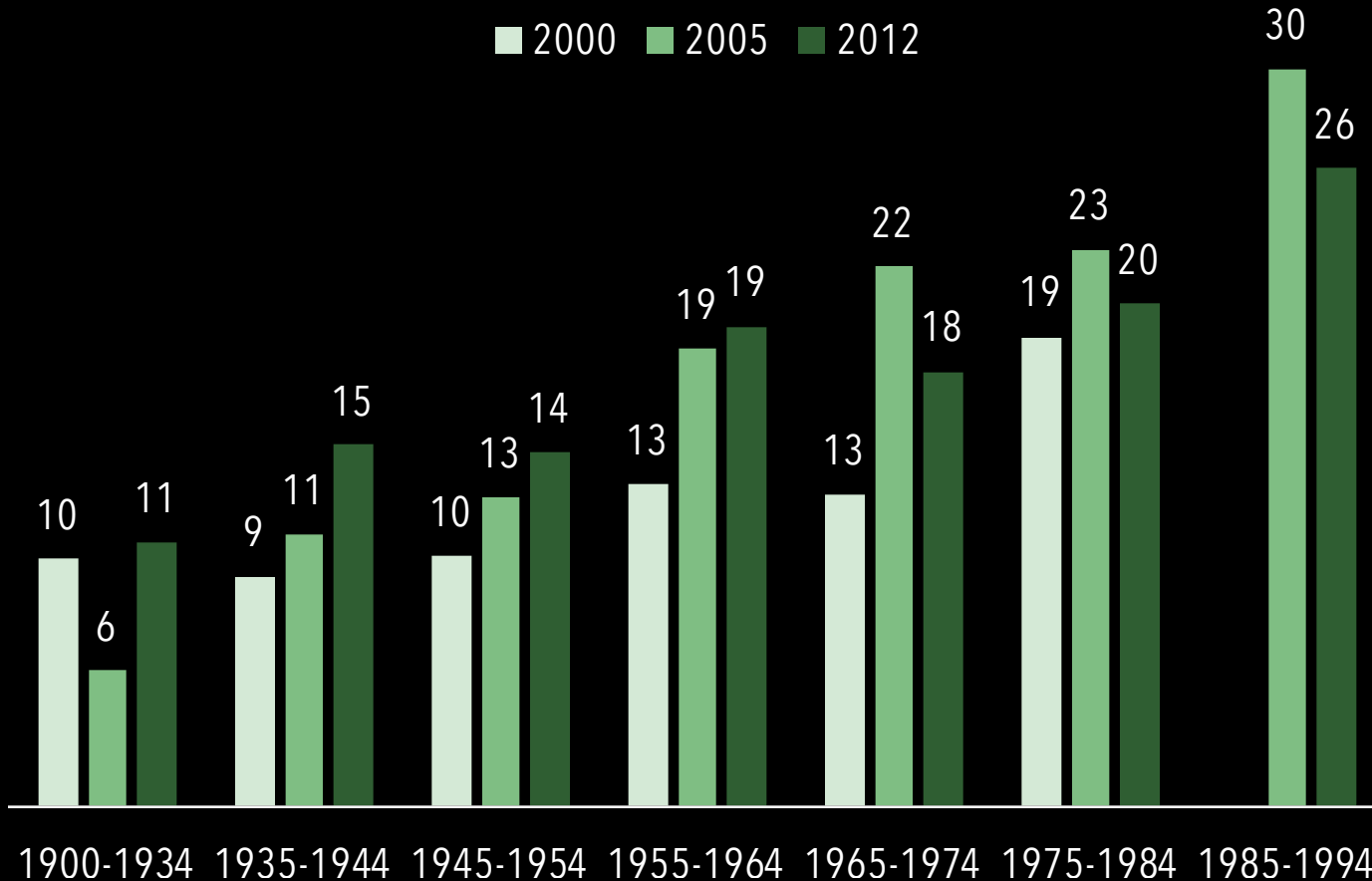
■ Don't like as neighbors: % mentioned homosexuals ■ % Homosexuality is never justified



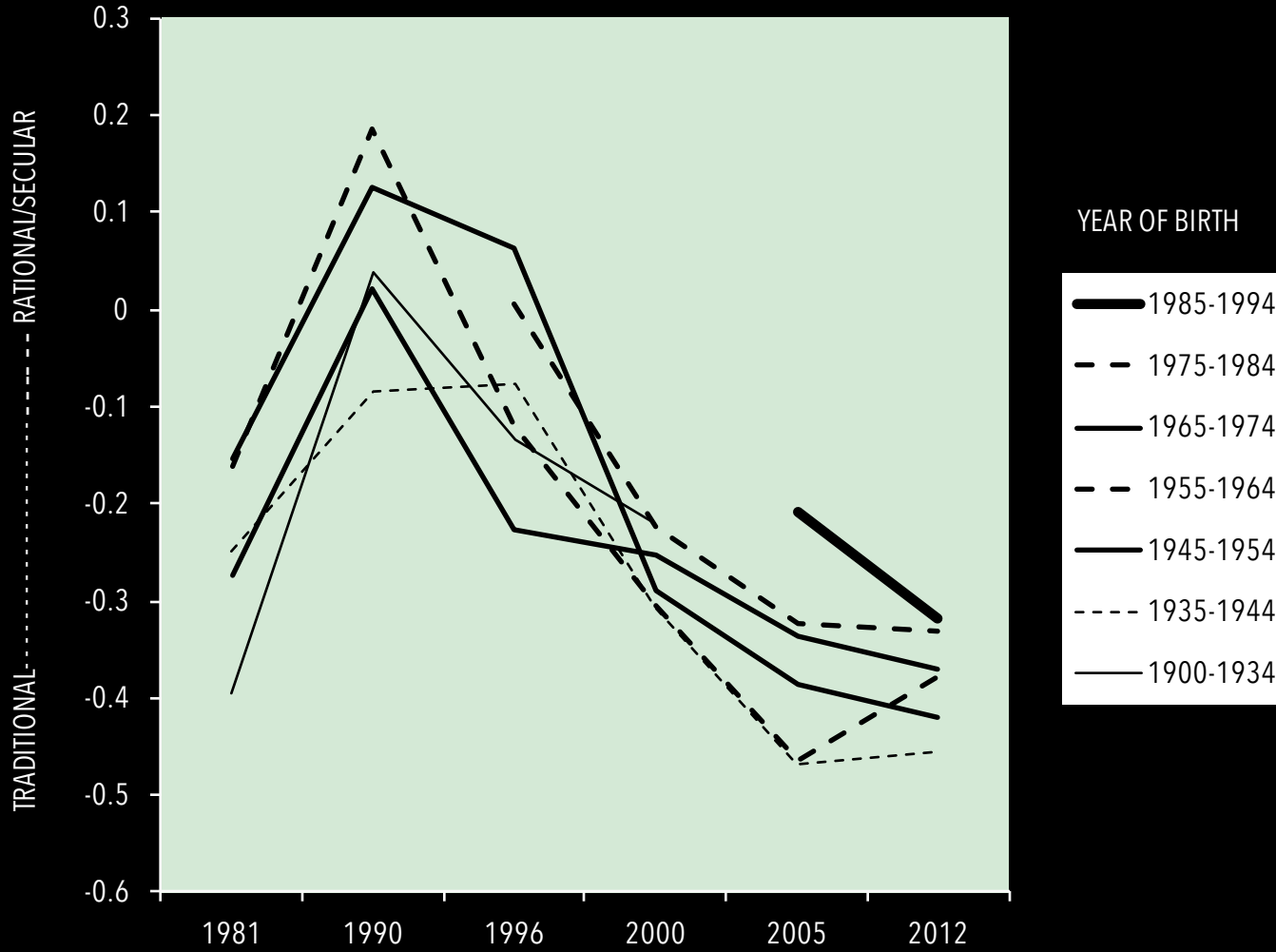
Postmaterialist Values

World Values Survey, Mexico.

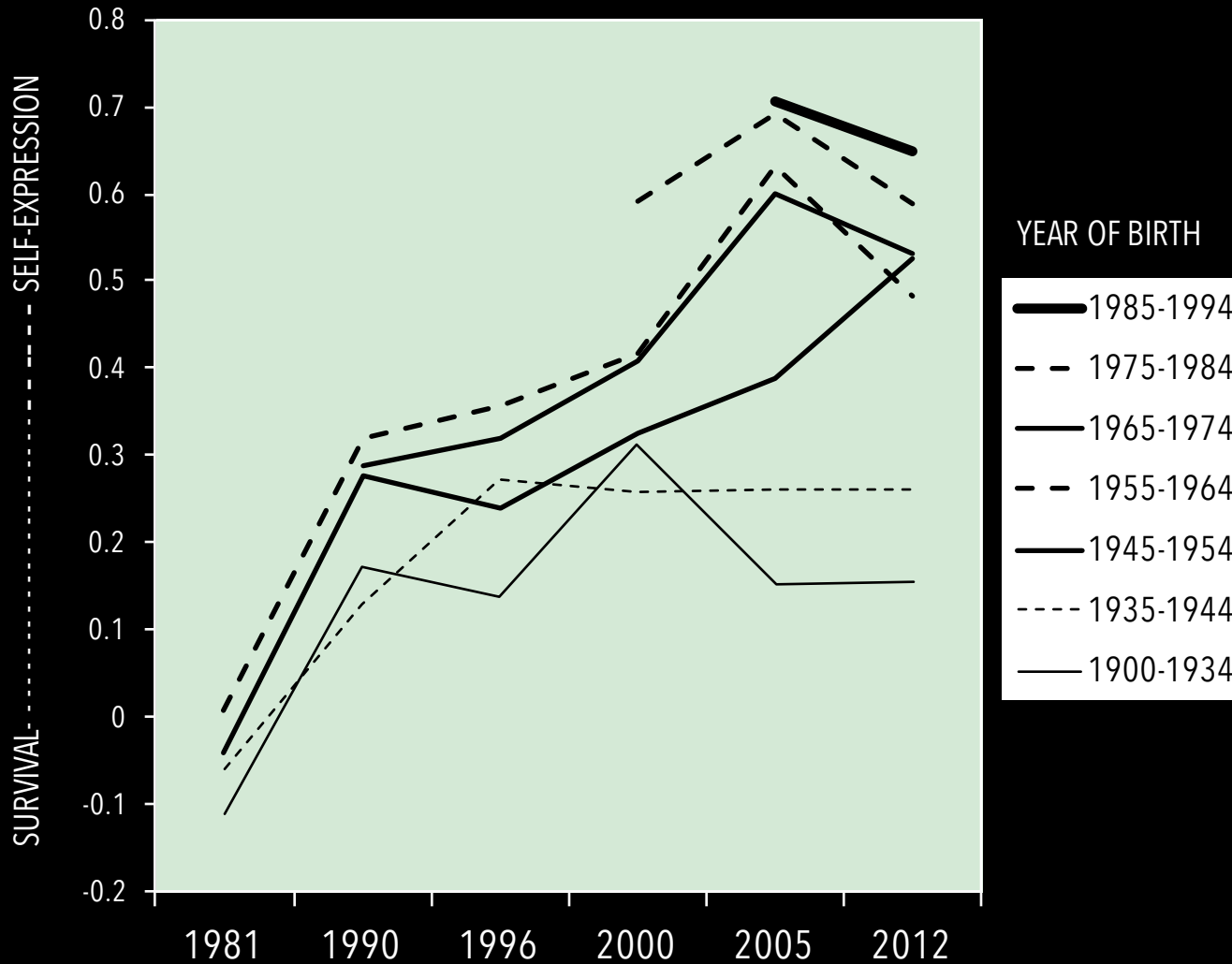
% Postmaterialists by Cohort (Year of Birth)



Traditional Values: A Narrowing Generational Gap?



Self-Expression: A Growing Generational Gap



Corruption

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% "Never justifiable" (1 in 10-point scale)

■ 1981 ■ 1990 ■ 1996 ■ 2000 ■ 2005 ■ 2012

