



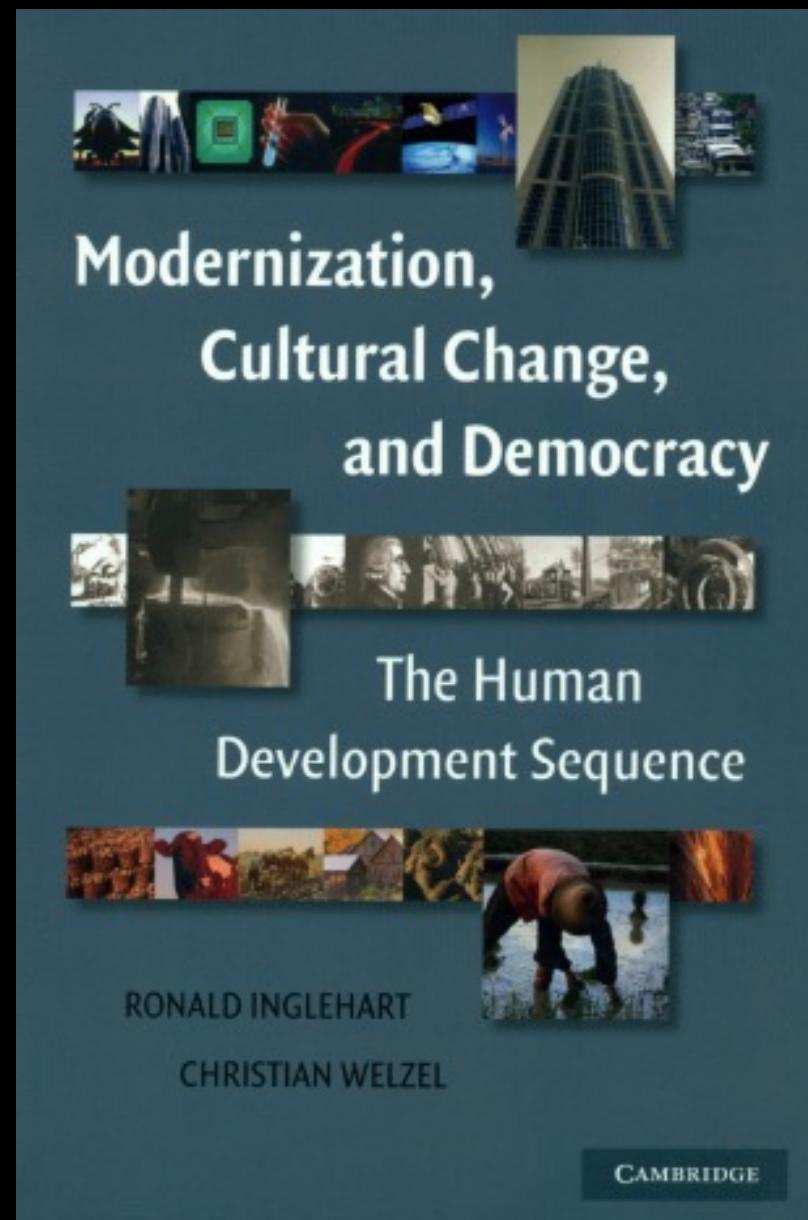
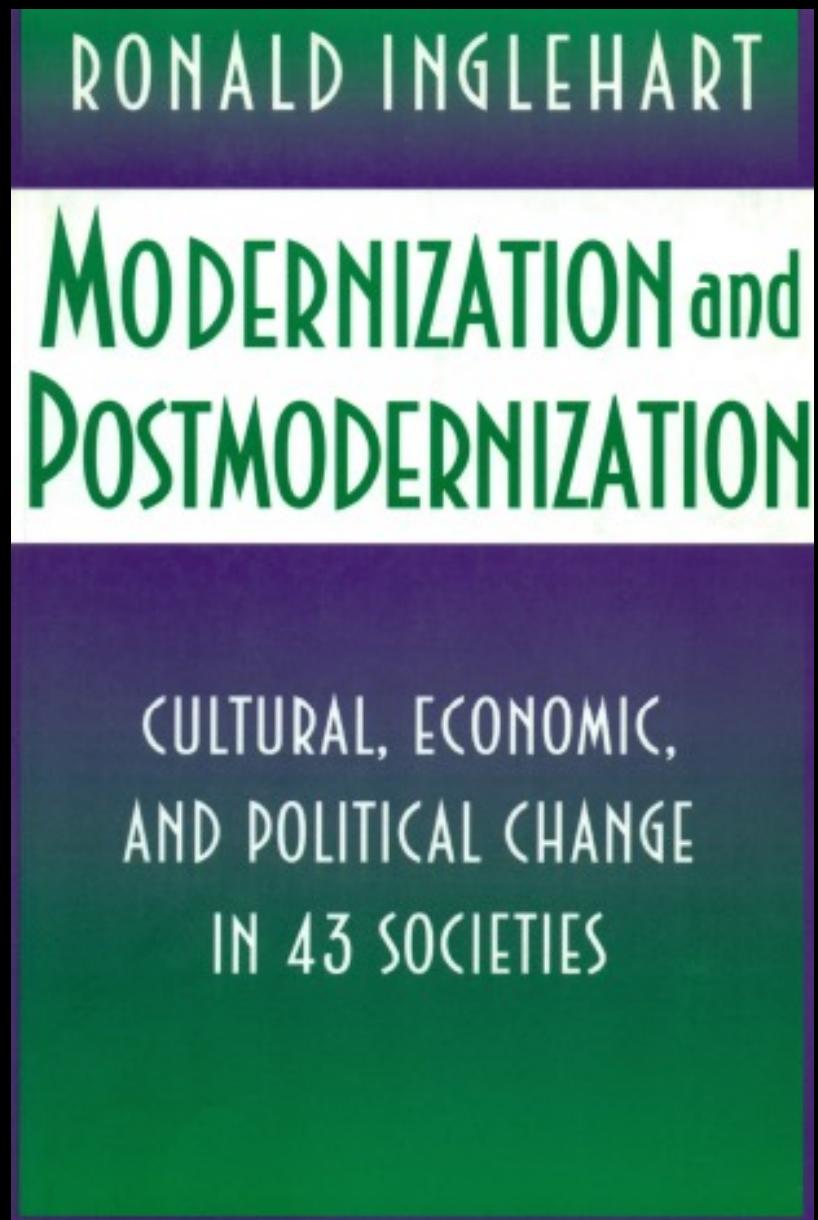
World Values Survey

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



Value Change in Latin America: The Mexican Case

Alejandro Moreno
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Two dimensions of values



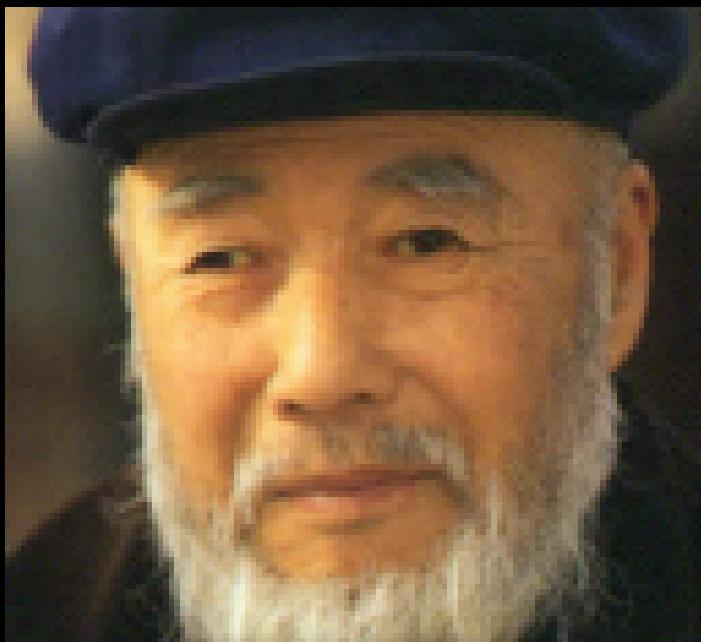
Traditional vs.
Rational/Secular Values



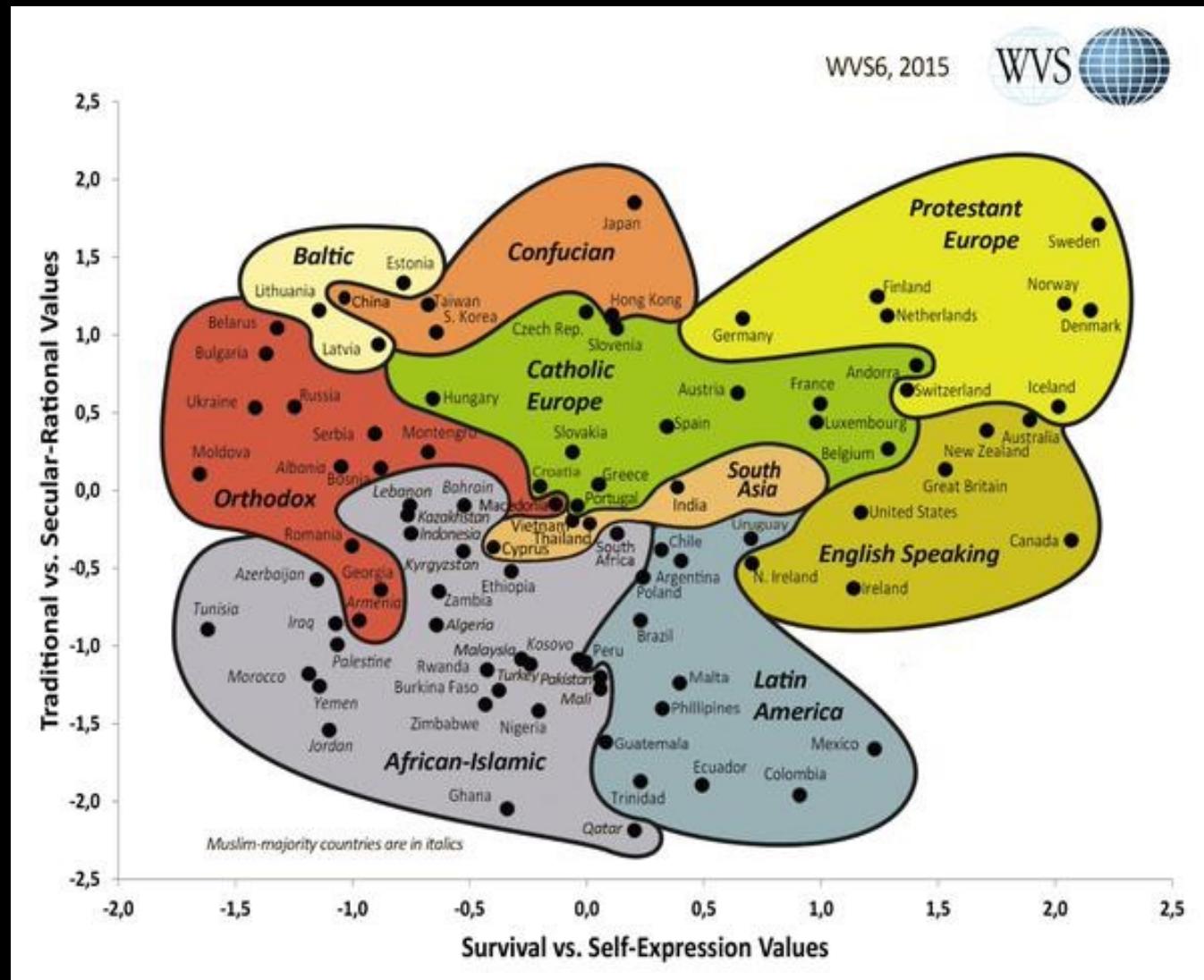
Survival vs.
Self-Expression Values



Theory of Intergenerational Value Change



Inglehart/Welzel Cultural Map of the World



Value Orientations in the Cultural Map

Rational/Secular

Survival

Not happy
Woman needs children
Child needs both parents
Reject outgroups
Jobs to own nationality
Hard work
Money
Technology
State responsible

Respect parents

Abortion ok
Divorce ok
Achievement motivation
Thrift
Determination

Interested in politics
Discuss politics
Politics important
Responsibility

Life satisfaction
In good health
Trust people
Imagination
Tolerance
Affect balance
Homosexuality ok
Ecology
Women´s movement
Postmaterialist values
Free choice
Leisure important

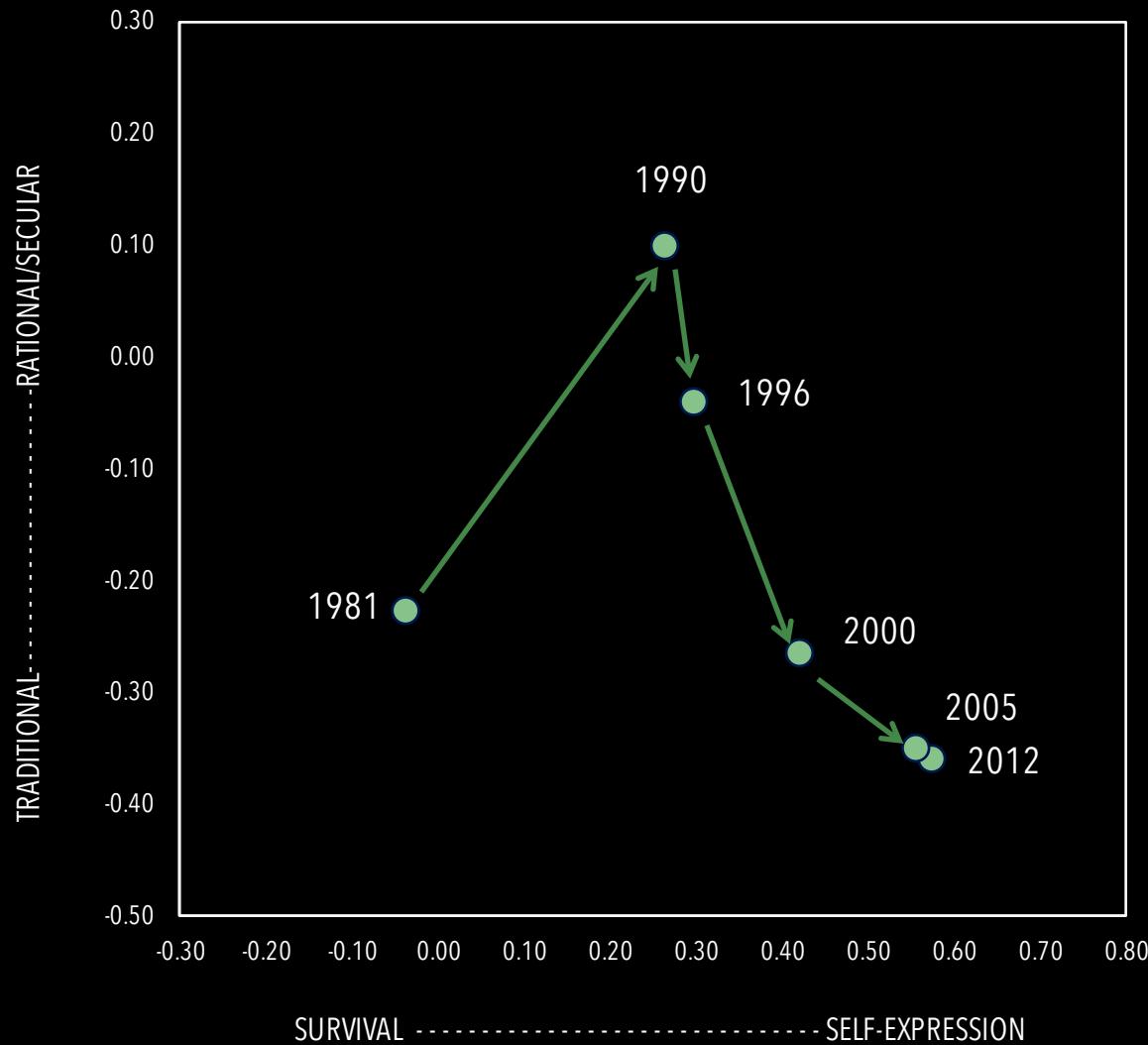
Traditional

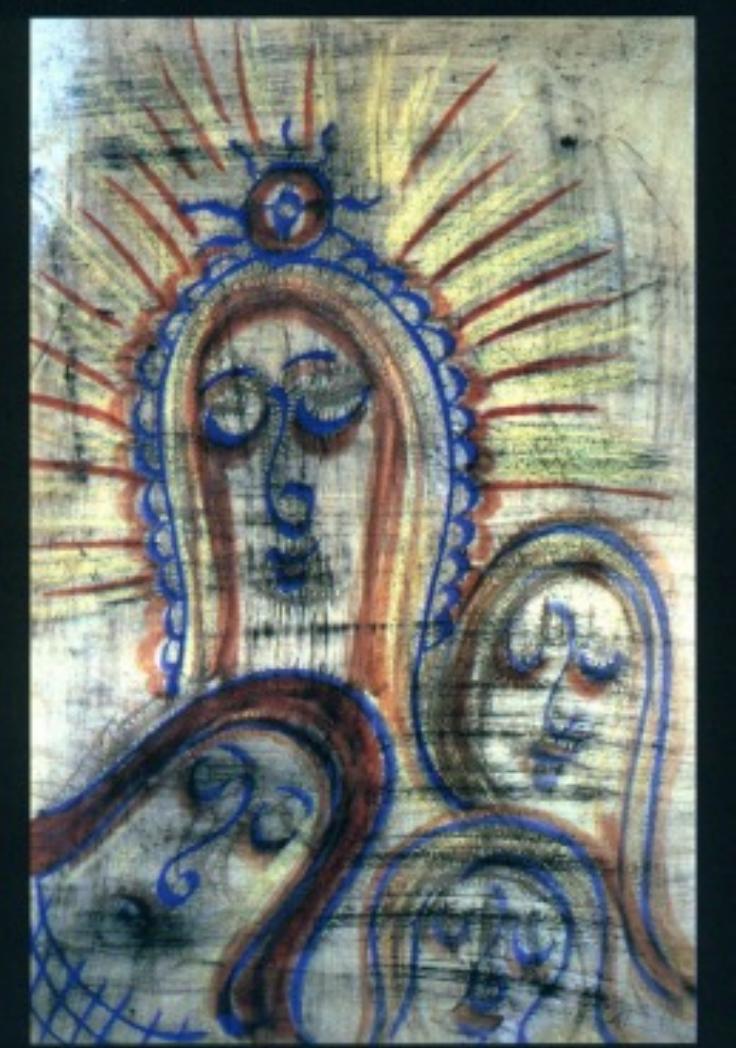
Self-Expression

God is important
Religion important
Religious faith
National pride
Obedience

Work important
Family important
Want many children
Respect authority

The Trajectory of Value Change in Mexico





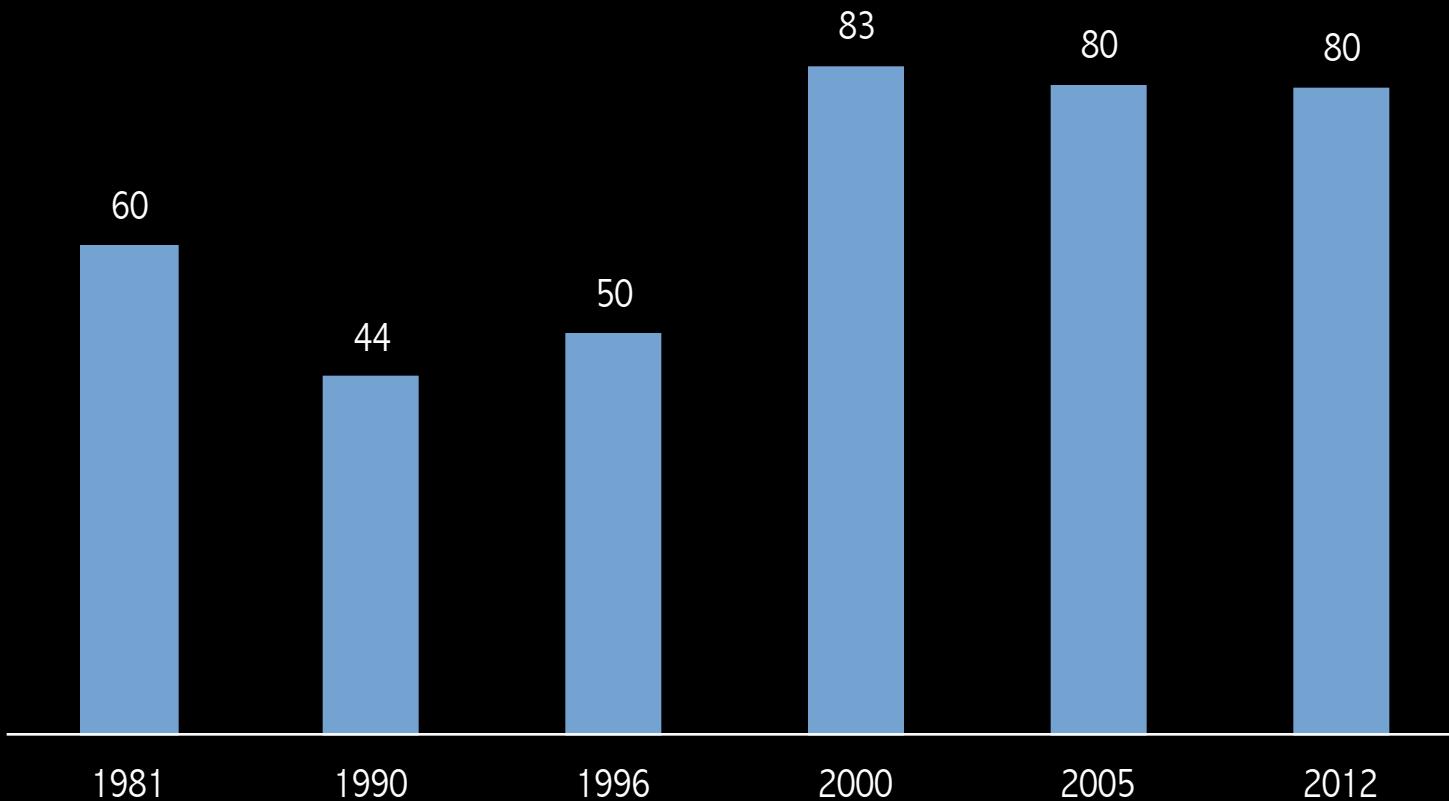
Jesús Reyes
Virgen con ángeles
Tinta / papel china
76 x 49 cm.

The
persistence
of traditional
values

Importance of God

World Values Survey, Mexico

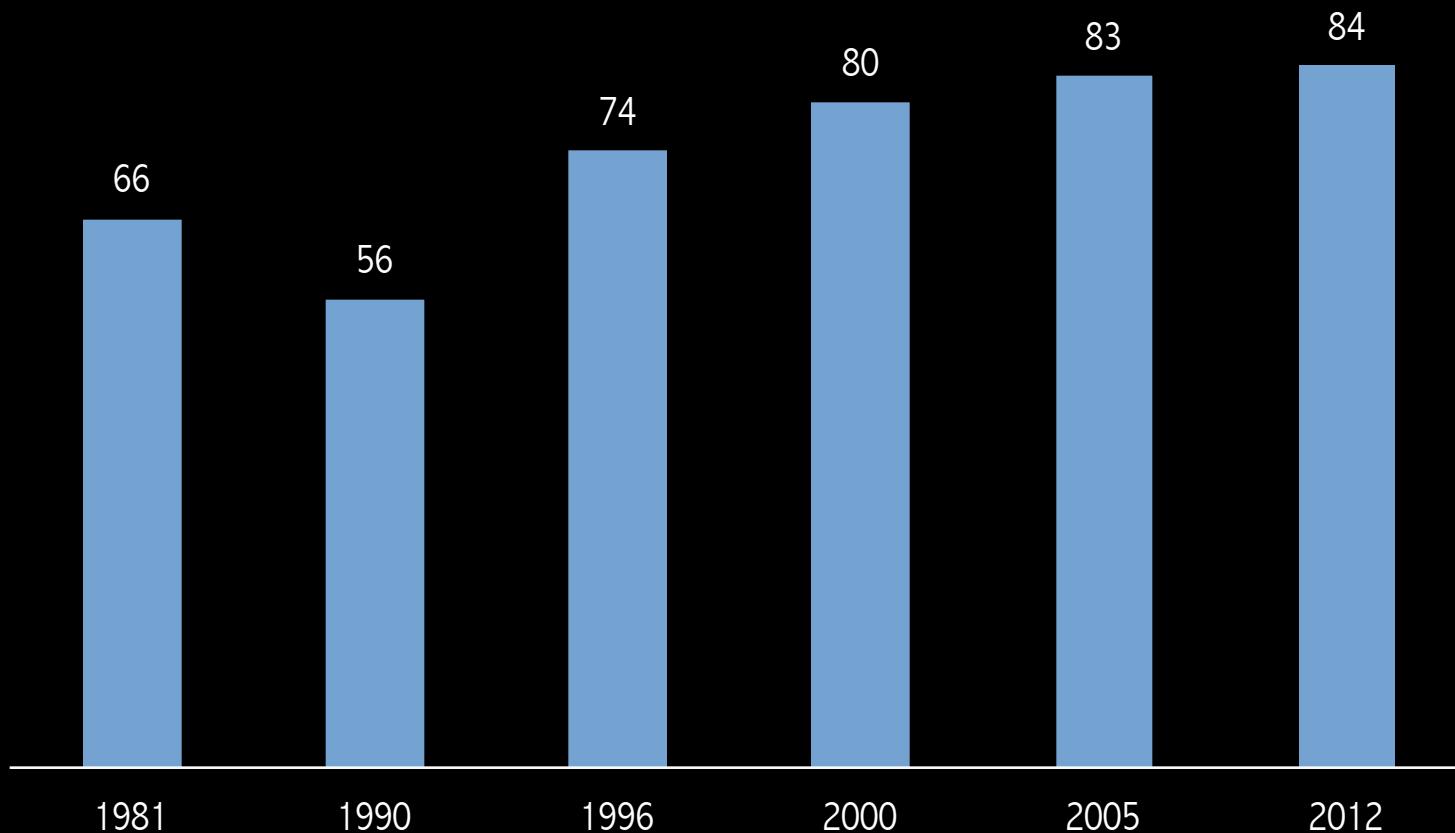
How important is God in your life: % “Very important” (10 on a 10-point scale)



National Pride

World Values Survey, Mexico

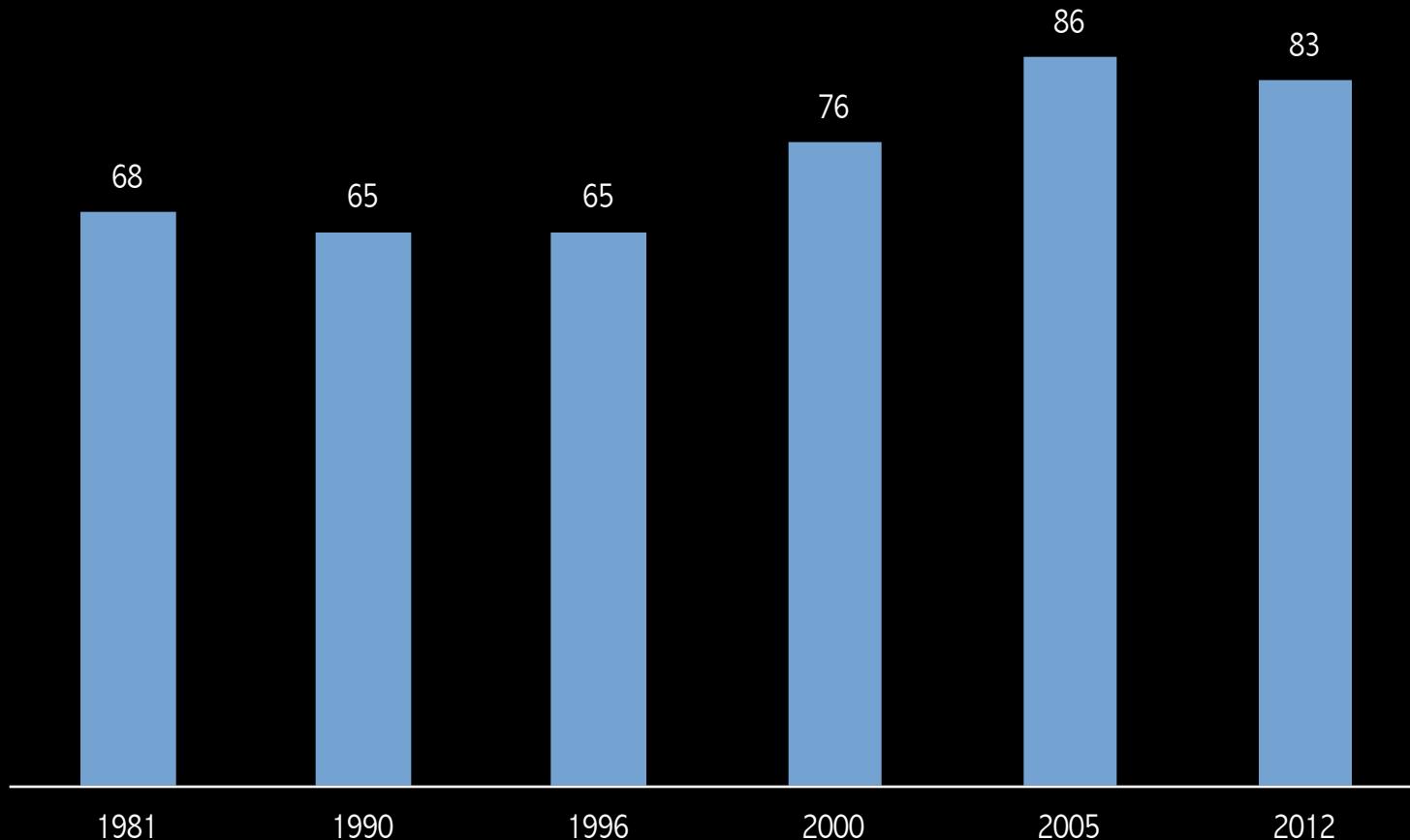
% “Very proud” of nationality



Deference Towards Authority

World Values Survey, Mexico

Greater respect for authority: % “a good thing”





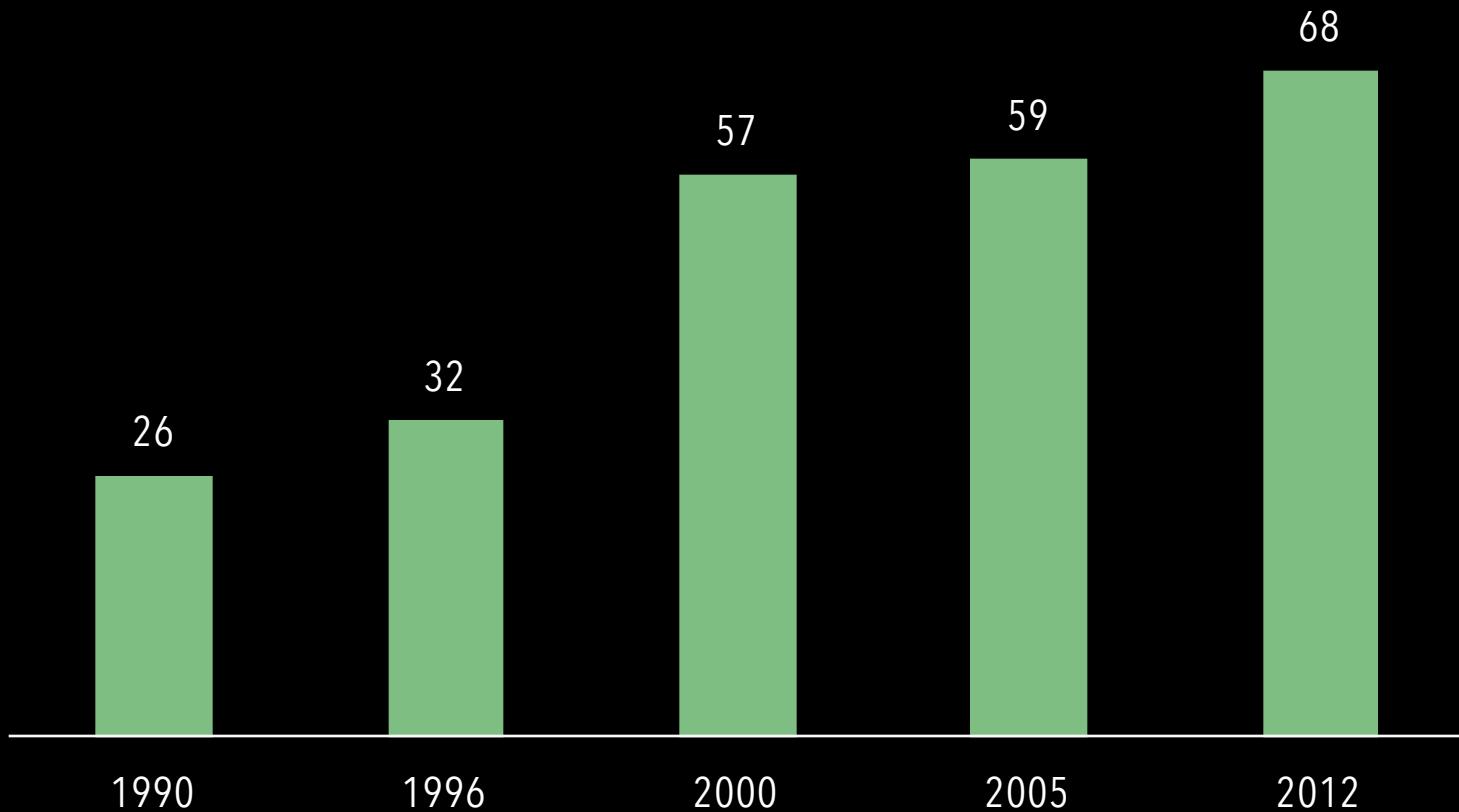
Rufino Tamayo
La Pareja
Litografía
80.5 x 121 cm.

The rising
importance of
self-expression

Happiness

World Values Survey, Mexico

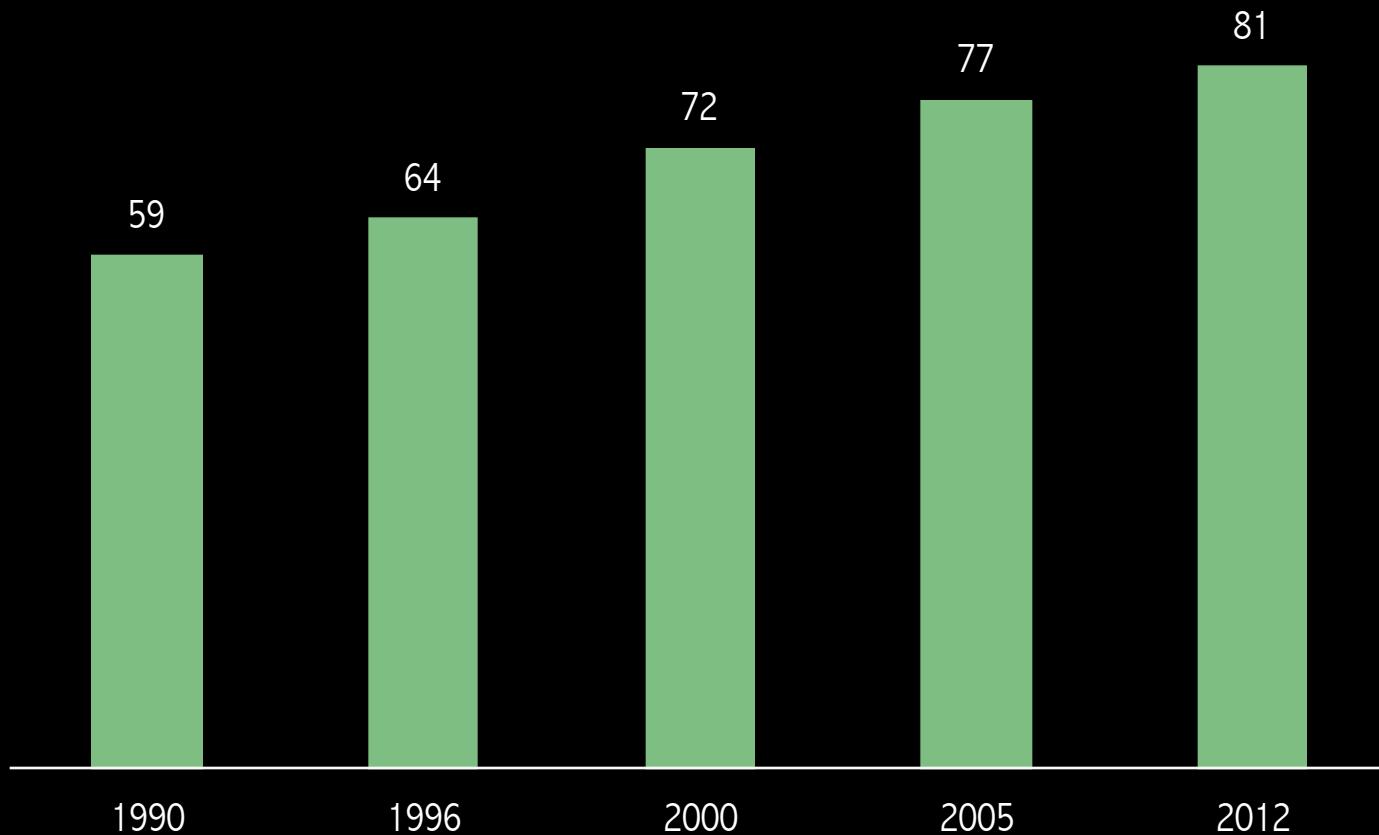
% “Very happy”



Life Satisfaction

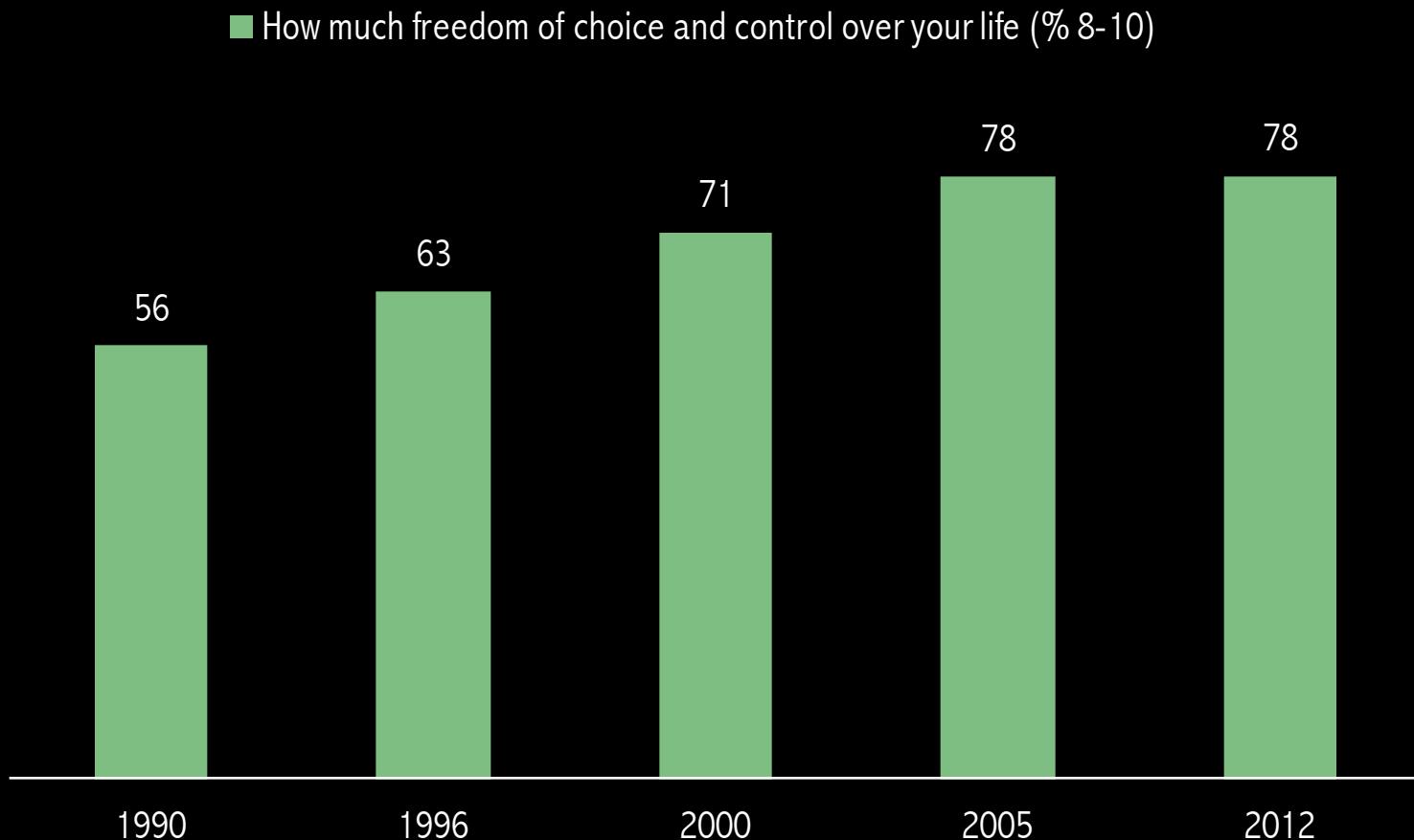
World Values Survey, Mexico

% Satisfied with life (8-10)



Freedom of Choice

World Values Survey, Mexico.



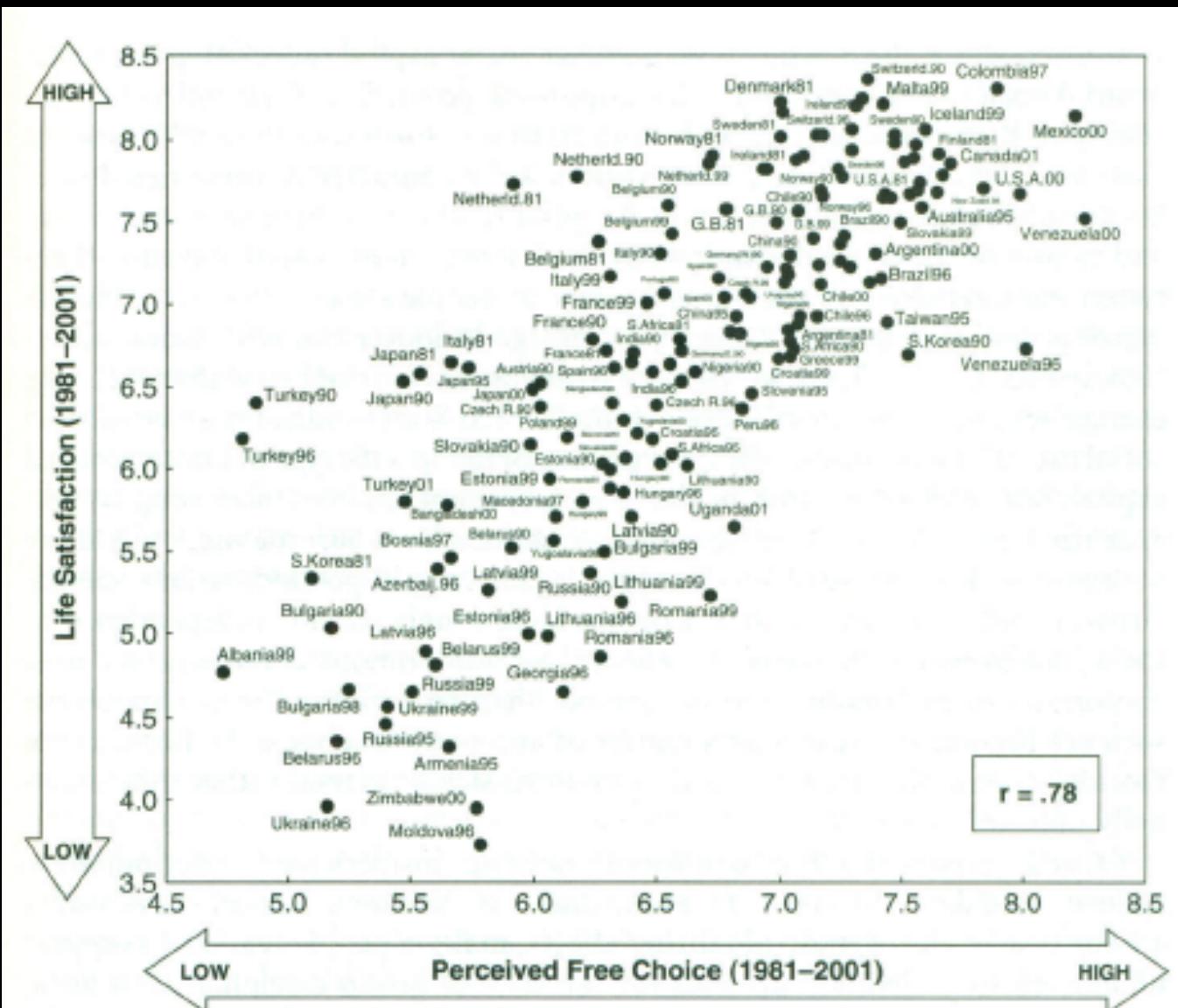
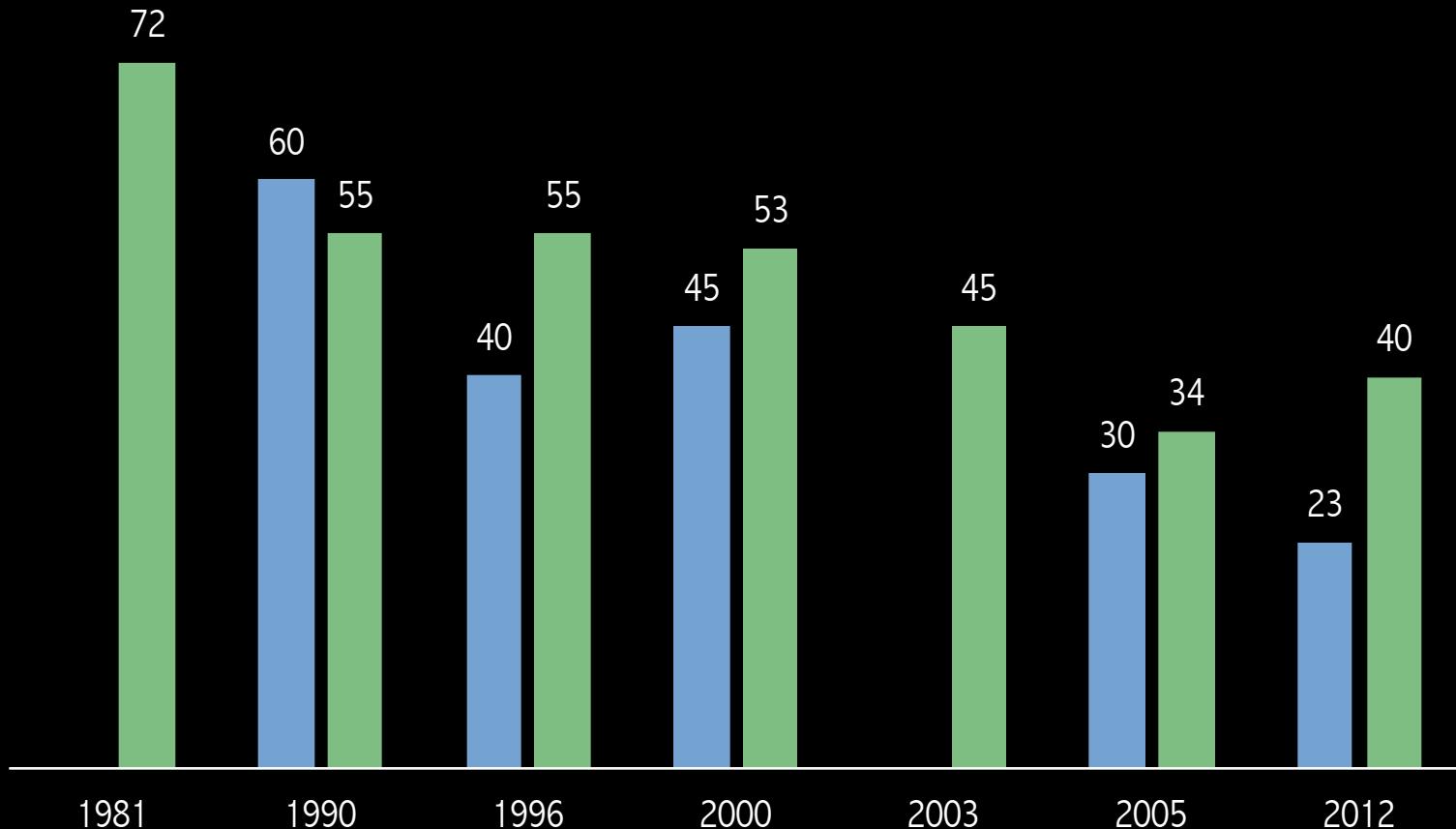


FIGURE 6.2. Life satisfaction by country and year and the feeling that one has free choice (at the societal level).

Attitudes towards homosexuality

World Values Survey, Mexico.

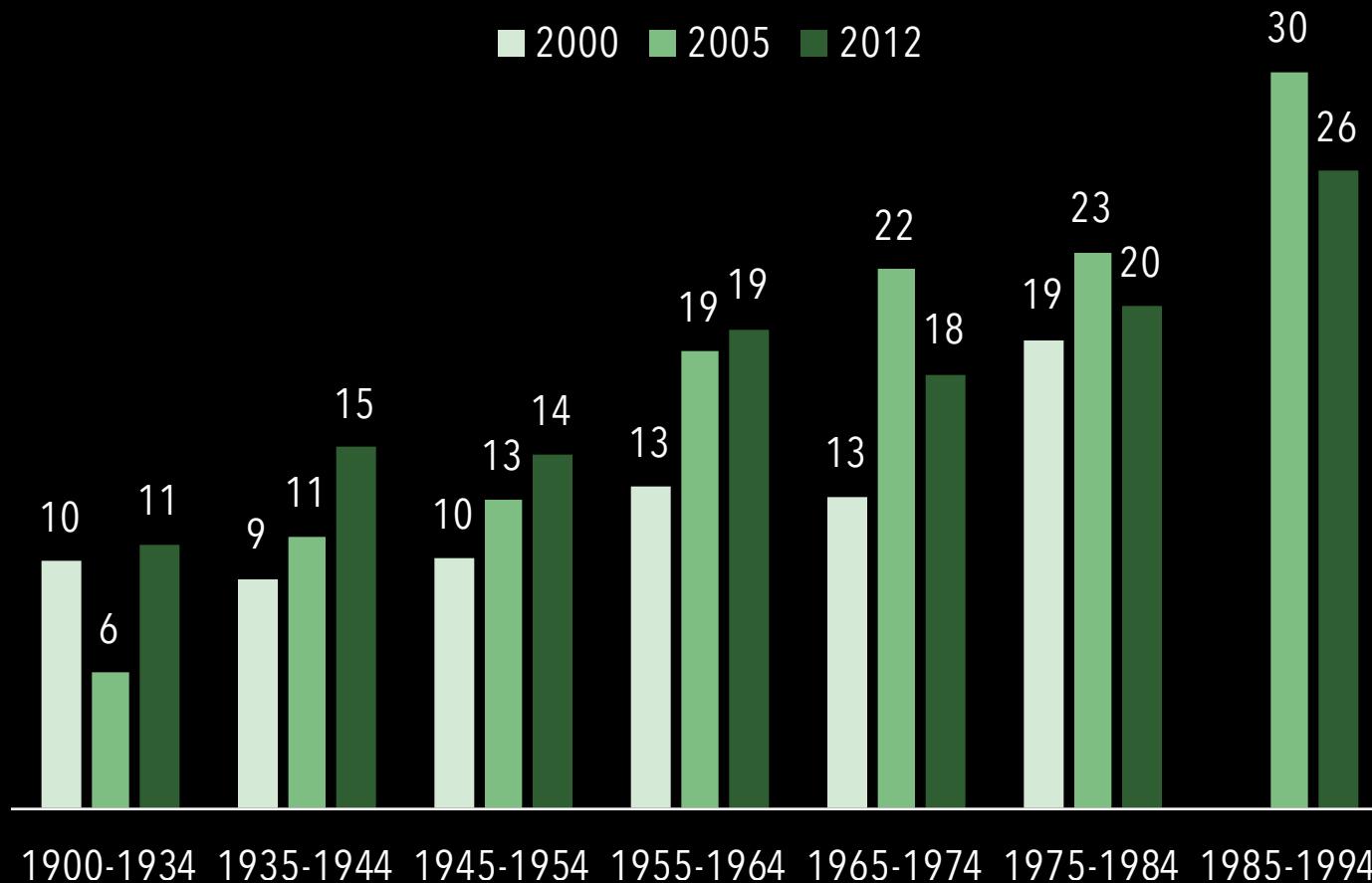
■ Don't like as neighbors: % mentioned homosexuals ■ % Homosexuality is never justified



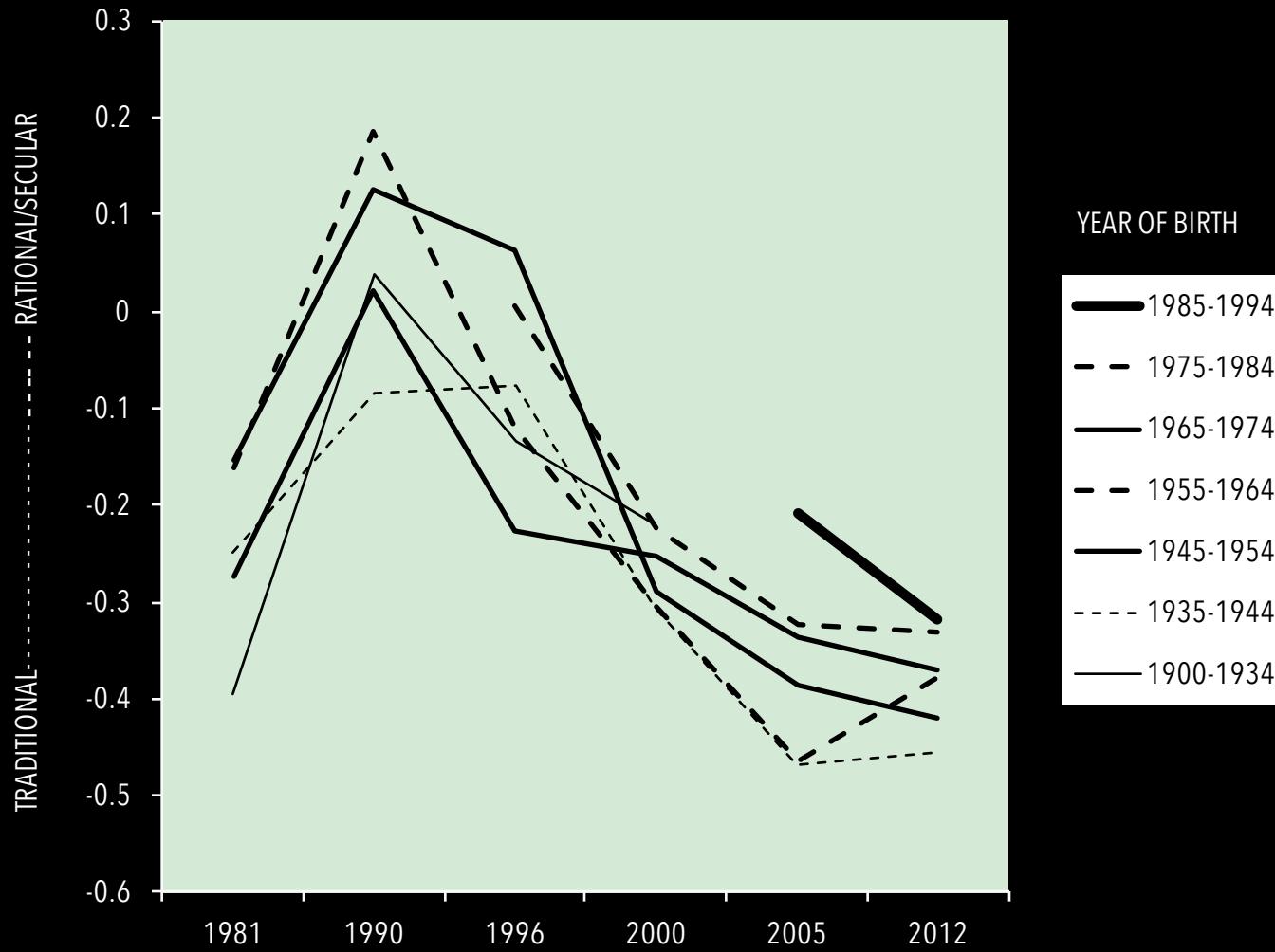
Postmaterialist Values

World Values Survey, Mexico.

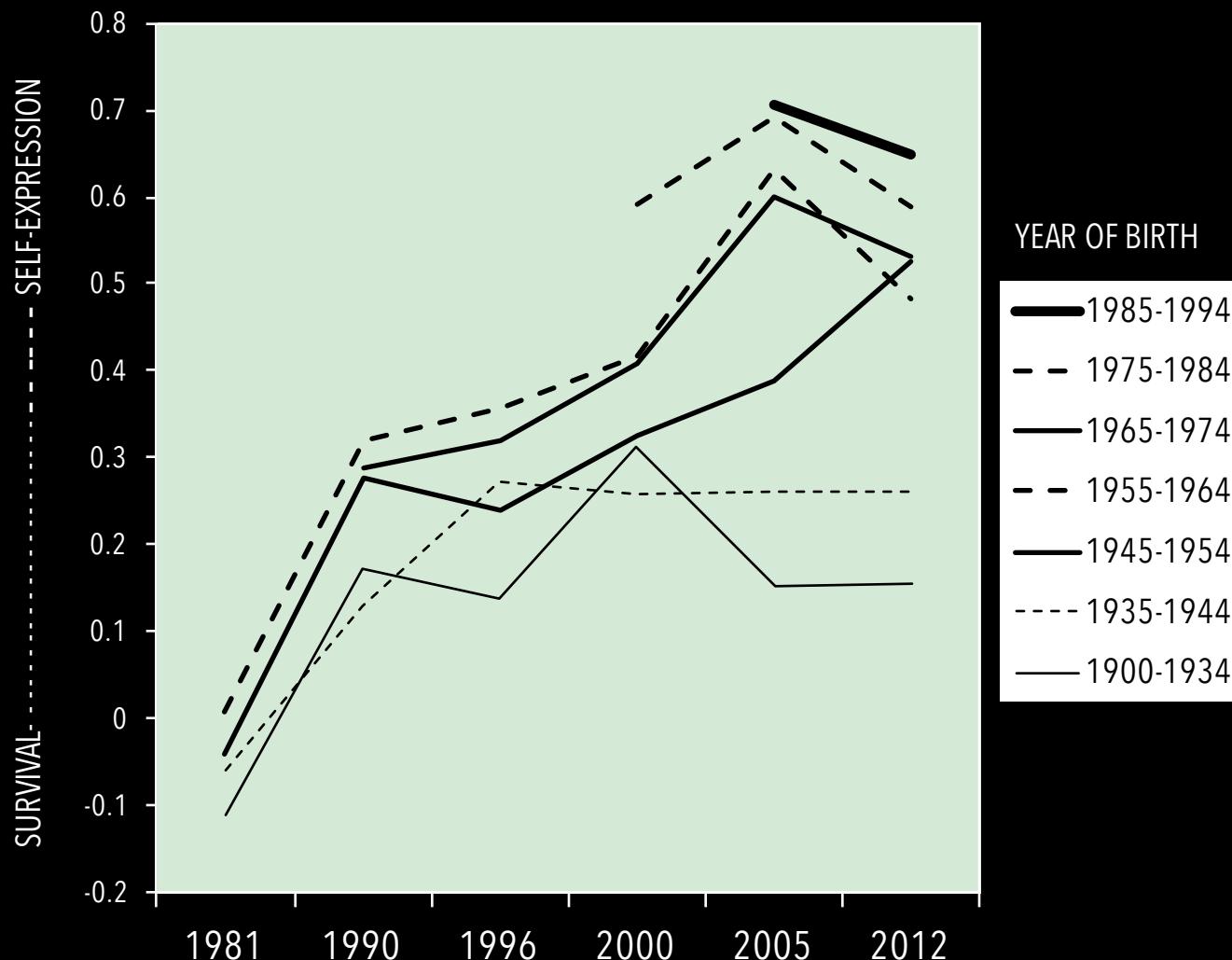
% Postmaterialists by Cohort(Year of Birth)



Traditional Values: A Narrowing Generational Gap?



Self-Expression: A Growing Generational Gap



Corruption

World Values Survey, Mexico.

% “Never justifiable” (1 in 10-point scale)

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

