

Universal Values

- 1. Peace of Mind**
Being tranquil, calm; having inner harmony; living in a state of peace with the world
- 2. Personal Contentment/Gratification**
Having a sense of personal satisfaction; happiness, self-fulfillment; a sense of well-being, living comfortably
- 3. Self-Preservation**
Staying alive; living a long life; not dying
- 4. Security**
Job security; financial security; having a good livelihood
- 5. Enjoyment**
Having fun; enjoying life; taking pleasure
- 6. Self-Esteem**
Self-respect, self-worth; pride; feeling good about self; self-confidence
- 7. Belonging /Acceptance**
Feeling accepted, fitting in with a group, being a part of something; not feeling different; social recognition
- 8. True Friendship**
Closeness, companionship
- 9. Freedom**
Being free to make choices; independence; autonomy
- 10. Control**
Having power; being able to make the decisions
- 11. Accomplishment**
Achievements, meeting goals, competence that shows results
- 12. Family/Take Care of Family**
Responsible; safeguarding; carrying out familiar obligations
- 13. Well-Being of Future Generations**
Loving children; investing in children; striving so that future generations will be better off
- 14. Caring for Others**
Concern for fellow human beings; altruism; compassion; empathetic
- 15. Trust**
Integrity; character; honesty
- 16. Salvation/Eternal Life**
Belief in life after death; reward/punishment in after life
- 17. World at Peace**
Avoid bloodshed, war; various people living in cooperation with one another
- 18. Future of Planet/Preserve the Earth**
Saving the environment; protecting Nature; believing natural resources should be preserved
- 19. Equality/ Brotherhood**
Equal opportunity for all; egalitarian
- 20. National Security**
Patriotism; loyalty to country; behaving as a good citizen
- 21. Respect for Life**
Belief in sanctity of all forms of life
- 22. Wisdom/Understanding**
Being mature; having insight, a broad perspective; self-knowledge and knowledge of others