

An Empirical Investigation into the Psychology
of Ideal and Actual Values.

Craig Macdonald
BPsyc (Hon)

Doctor of Philosophy (Psychology)

April 2011

Declaration

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university or other tertiary institution and, to the best of my knowledge and belief, contains no material previously published or written by another person, except where due reference has been made in the text. I give consent to this copy of my thesis, when deposited in the University Library**, being made available for loan and photocopying subject to the provisions of the Copyright Act 1968.

**Unless an Embargo has been approved for a determined period.

Signed _____
Craig Macdonald

Acknowledgements

I would like to thank both of my supervisors for this thesis Dr. Miles Bore and Associate Professor Don Munro for all of their input and advice. I could not have hoped for better supervision and guidance than that I was given.

I also would like to thank the University of Newcastle Australia for providing me with the opportunity to become a Doctoral candidate, and the staff of the school of Psychology for all their support throughout my undergraduate and postgraduate study.

A very big thankyou goes to my fiancé Simone and all my wonderful children who have provided me with invaluable love and support.

Contents

DECLARATION	I
ACKNOWLEDGEMENTS.....	II
CONTENTS	III
LIST OF TABLES AND FIGURES	V
ABSTRACT	VII
CHAPTER 1: GENERAL INTRODUCTION AND OVERVIEW OF THE MAIN AIMS OF THE THESIS.	1
SECTION 1: GENERAL INTRODUCTION.....	1
SECTION 2: DEFINITIONS, MEASURES AND STRUCTURAL THEORIES OF VALUES.	4
<i>Definitions, Categorisations and Measures of Values by Milton Rokeach (1973) and Shalom Schwartz (1992)</i>	5
<i>Predictive validity of Schwartz’s (1992) Measure and Theories</i>	11
<i>The Universality of Value Hierarchies</i>	15
<i>Questions Concerning the Structure of Schwartz’s (1992) Value Types</i>	21
SECTION 3: THE INFLUENCE OF INTERNAL AND EXTERNAL FACTORS ON THE FORMATION AND EXPRESSION OF VALUES □THE DIFFERENCE BETWEEN IDEAL AND ACTUAL VALUES.	26
<i>Distinguishing Values from Similar Constructs</i>	27
<i>Differences between Actual and Ideal Values as Reflected in the Work of Other Theorists</i>	28
<i>Specific Factors that might Contribute to Differences between Actual and Ideal Values</i>	32
<i>The Influence of the Big 5 on the Expression of Values</i>	36
SECTION 4: MODEL OF ACTUAL AND IDEAL VALUES.....	45
SECTION 5. THE EMPIRICAL INVESTIGATIONS OF THE THESIS	48
<i>Conclusion</i>	50
CHAPTER 2: DIFFERENCES BETWEEN THE 3 VERSIONS OF THE SCHWARTZ (1992) VALUES SURVEY	51
METHODS	52
<i>Participants</i>	52
<i>Instruments</i>	53
RESULTS	59
DISCUSSION	69
CHAPTER 3: STRUCTURAL ANALYSES OF THE 3 VERSIONS OF THE SCHWARTZ (1992) VALUE SURVEY	75
METHODS	77
<i>Participants</i>	77
<i>Instruments</i>	77
RESULTS	77
<i>Tests of Schwartz’s (1992) Circumplex Model of Value Types</i>	77
<i>Alternative Structural Representations of the Values</i>	87
DISCUSSION	97
CHAPTER 4: RELATIONSHIP OF THE ACTUAL AND IDEAL VALUES TO THE BIG 5	101
METHODS	102
<i>Participants</i>	102
<i>Instruments</i>	103
RESULTS	104
DISCUSSION	110
CHAPTER 5: RELATIONSHIP OF VALUES AND TRAITS TO OPINIONS	113
METHODS	116
<i>Participants</i>	116

<i>Instruments</i>	116
RESULTS	119
DISCUSSION	130
CHAPTER 6: RELATIONSHIP OF VALUES, TRAITS AND BEHAVIOUR	133
METHODS	138
<i>Participants</i>	138
<i>Instruments</i>	138
RESULTS	139
DISCUSSION	153
CHAPTER 7: RELATIONSHIP OF VALUE DISCREPANCY WITH DEPRESSION, STRESS, ANXIETY AND GENERAL HEALTH	156
METHODS	159
<i>Participants</i>	159
<i>Instruments</i>	160
RESULTS	161
DISCUSSION	167
CHAPTER 8: GENERAL OVERVIEW AND CONCLUSIONS	172
REFERENCES	179
APPENDIX A □ ADDITIONAL RESULTS	192
APPENDIX B - PSYCHOMETRIC INSTRUMENTS	197
IDEAL AND ACTUAL VARIATION OF THE SCHWARTZ (1992) VALUE SURVEY	197
OPINIONS SURVEY	220
BEHAVIOURAL INVENTORY	222

List of Tables and Figures

FIGURE 1: A REPRESENTATION OF THE CIRCUMPLEX MODEL OF VALUES (ADAPTED FROM SCHWARTZ 1992, P. 45; SCHWARTZ, 1994, P.24) 11

FIGURE 2: PROPOSED MODEL OF THE IDEAL AND ACTUAL VALUES..... 46

FIGURE 3: HISTOGRAM OF THE OVERALL MEAN RESPONSE TO THE ORIGINAL VERSION OF THE SCHWARTZ (1992) VALUE SURVEY 60

FIGURE 4: HISTOGRAM OF THE OVERALL MEAN RESPONSE TO THE IDEAL VERSION OF THE SCHWARTZ (1992) VALUE SURVEY 61

FIGURE 5: HISTOGRAM OF THE OVERALL MEAN RESPONSE TO THE ACTUAL VERSION OF THE SCHWARTZ (1992) VALUE SURVEY. 61

FIGURE 6: MEAN ITEM SCORES FOR THE THREE VERSIONS OF THE SCHWARTZ (1992) VALUE SURVEY INCLUDING STANDARD ERROR BARS. 62

TABLE 1: MEANS, ANOVA AND POST HOC CONTRASTS OF THE ORIGINAL, IDEAL AND ACTUAL VERSIONS..... 64

TABLE 2: RANKED DIFFERENCE SCORES AND T-TEST RESULTS FOR DIFFERENCES BETWEEN ACTUAL AND IDEAL VALUES. (IDEAL \square ACTUAL)..... 66

TABLE 3: RANKED MEAN SCORES FOR THE VALUES IN THE ORIGINAL, IDEAL AND ACTUAL VERSIONS OF THE SCHWARTZ (1992) VALUE SURVEY. 68

FIGURE 7: TWO DIMENSIONAL LOADING PLOT FROM A TWO FACTOR ANALYSES OF THE ORIGINAL VERSION OF THE SCHWARTZ (1992) VALUE SURVEY. 79

FIGURE 8: TWO DIMENSIONAL LOADING PLOT FROM A TWO FACTOR ANALYSES OF THE IDEAL VERSION OF THE SCHWARTZ (1992) VALUE SURVEY. 82

FIGURE 9: TWO DIMENSIONAL LOADING PLOT FROM A TWO FACTOR ANALYSES OF THE ACTUAL VERSION OF THE SCHWARTZ (1992) VALUE SURVEY. 83

TABLE 4: FIVE FACTOR SOLUTIONS FOR THE 2008 DATA: SCHWARTZ ORIGINAL, IDEAL AND ACTUAL..... 90

TABLE 5: FIVE FACTOR SOLUTIONS FOR THE 2009 DATA: SCHWARTZ ORIGINAL, IDEAL AND ACTUAL..... 91

TABLES 6-7: THE 19 VALUE FACTOR ANALYSES FOR THE ORIGINAL VERSION OF THE SCHWARTZ (1992) VALUE SURVEY: 2008 AND 2009 SAMPLES. 93

TABLES 8-9: THE 19 VALUE FACTOR ANALYSES FOR THE IDEAL VERSION OF THE SCHWARTZ (1992) VALUE SURVEY: 2008 AND 2009 SAMPLES. 93

TABLES 10-11: THE 19 VALUE FACTOR ANALYSES FOR THE ACTUAL VERSION OF THE SCHWARTZ (1992) VALUE SURVEY: 2008 AND 2009 SAMPLES. 94

TABLE 12: FIVE COMPONENT REGRESSION COEFFICIENTS FOR THE 2009 IDEAL VALUES SCORES. 96

TABLE 13: FIVE COMPONENT REGRESSION COEFFICIENTS FOR THE 2009 ACTUAL VALUES SCORES. 97

TABLE 14: ALPHA COEFFICIENTS FOR THE BIG 5 DOMAINS FROM BOTH SAMPLES..... 104

TABLE 15A. SIGNIFICANT REGRESSION COEFFICIENTS BETWEEN THE BIG 5 DOMAINS AND ACTUAL AND IDEAL VALUES AND SIGNIFICANT Z STATISTICS COMPARING THESE. (CONTINUED NEXT PAGE)..... 105

TABLE 15B. SIGNIFICANT REGRESSION COEFFICIENTS BETWEEN THE BIG 5 DOMAINS AND ACTUAL AND IDEAL VALUES AND SIGNIFICANT Z STATISTICS COMPARING THESE. (CONTINUED)..... 106

TABLE 16: SIGNIFICANT REGRESSION COEFFICIENTS FOR ACTUAL VALUES WHEN PREDICTED BY THE EQUIVALENT IDEAL VALUE AND THE BIG 5, INCLUDING TOTAL AMOUNT OF VARIANCE ACCOUNTED FOR 108

TABLE 17. QUESTIONS INCLUDED IN THE OPINIONS QUESTIONNAIRE..... 118

TABLE 18: STEPWISE BINARY LOGISTIC REGRESSIONS OF TRAITS, IDEAL VALUES AND ACTUAL VALUES ON OPINIONS: VARIANCE ACCOUNTED FOR AND NUMBER OF PREDICTORS. 121

TABLE 19. PREDICTORS OF OPINIONS. EXAMPLE 1: QUESTION 9. SHOULD THE INTERNET BE CENSORED? ($R^2 = .441$) 124

TABLE 20: PREDICTORS OF OPINION EXAMPLE 2. QUESTION 25. SHOULD AUSTRALIA USE NUCLEAR POWER? ($R^2 = 0.259$) 127

TABLE 21: PREDICTORS OF OPINION EXAMPLE 3. Q30 SHOULD THE GOVERNMENT ALLOW REFUGEES INTO THE COUNTRY? ($R^2 = 0.165$) 128

TABLE 22: OPINION EXAMPLE 4. Q34 DO YOU BELIEVE IN GOD? ($R^2 = .496$)..... 129

TABLE 23A: RESULTS OF THE BINARY LOGISTIC REGRESSIONS OF THE BEHAVIOURAL VARIABLES. (CONTINUED NEXT PAGE) 142

Macdonald, C. Thesis

TABLE 23B: RESULTS OF THE BINARY LOGISTIC REGRESSIONS OF THE BEHAVIOURAL VARIABLES 143

TABLE 24: BEHAVIOUR EXAMPLE 1. Q6 HAVE YOU ATTENDED CHURCH IN THE LAST 6 MONTHS No/Yes? ($R^2 = .420$) 144

TABLE 25: BEHAVIOUR EXAMPLE 2. Q60 ARE YOU A MEMBER OF A COMPETITIVE SPORTS TEAM No/Yes? ($R^2 = .375$) 145

TABLE 26: BEHAVIOUR EXAMPLE 3. Q68 DO YOU PLAY A MUSICAL INSTRUMENT No/Yes? ($R^2 = .351$)..... 146

TABLE 27: GENERAL RESULTS OF THE LINEAR REGRESSIONS OF THE BEHAVIOURAL VARIABLES. 147

TABLE 28: BEHAVIOUR EXAMPLE 4. Q48 HOW MANY CLOSE FRIENDS DO YOU HAVE? ($R^2 = .248$) 147

TABLE 29: BEHAVIOUR EXAMPLE 5. Q77. HOW MANY SOCIAL EVENTS/GATHERINGS HAVE YOU ATTENDED IN THE LAST 4 WEEKS? ($R^2 = 0.222$) 148

TABLE 30: OVERALL RESULTS OF THE REGRESSIONS RUN FOR VOTING BEHAVIOURS. 149

TABLES 31 □32: REGRESSIONS RUN FOR VOTING BEHAVIOUR. VOTING LIBERAL AT THE STATE AND FEDERAL ELECTION..... 150

TABLES 33 □34: REGRESSIONS RUN FOR VOTING BEHAVIOUR. VOTING LABOR AT THE STATE AND FEDERAL ELECTION..... 150

TABLES 35 □36: REGRESSIONS RUN FOR VOTING BEHAVIOUR. VOTING GREEN AT THE STATE AND FEDERAL ELECTION..... 151

TABLE 37: FINAL MODELS FOR THE STEPWISE REGRESSIONS WITH VALUE DIFFERENCE SCORES ONLY AND DIFFERENCE SCORES AND BIG 5 FACETS..... 162

TABLE 38: VARIABLES IN THE REGRESSIONS FOR THE DASS DEPRESSION SCALE: VALUE DIFFERENCE SCORES ONLY, AND VALUE DIFFERENCE SCORES AND BIG 5 FACETS..... 163

TABLE 39: VARIABLES IN THE REGRESSIONS FOR THE DASS STRESS SCALE: VALUE DIFFERENCE SCORES ONLY AND VALUE DIFFERENCE SCORES AND BIG 5 FACETS. 165

TABLE 40: VARIABLES IN THE REGRESSIONS FOR THE DASS ANXIETY SCALE: VALUE DIFFERENCE SCORES ONLY AND VALUE DIFFERENCE SCORES AND BIG 5 FACETS..... 165

TABLE 41: VARIABLES IN THE REGRESSIONS FOR THE GHQ-12 TOTAL SCORE: DIFFERENCE VALUE SCORES ONLY AND DIFFERENCE VALUE SCORES AND BIG 5 FACETS..... 166

FIGURE 11: MDS REPRESENTATION OF THE IDEAL VERSION OF THE SCHWARTZ (1992) VALUE SURVEY. NUMBERS REPRESENT THE FOLLOWING VALUE TYPES IN SCHWARTZ'S (1992) THEORY. 192

FIGURE 12: MDS REPRESENTATION OF THE ACTUAL VERSION OF THE SCHWARTZ (1992) VALUE SURVEY. NUMBERS REPRESENT THE FOLLOWING VALUE TYPES IN SCHWARTZ'S (1992) THEORY. 193

TABLES 42- 43: THE 19 VALUE FACTOR ANALYSES FOR THE DIFFERENCE SCORES BETWEEN THE ACTUAL AND IDEAL VERSIONS OF THE SCHWARTZ (1992) VALUE SURVEY: 2008 AND 2009 SAMPLES. 194

TABLE 44A. CORRELATION MATRIX BETWEEN THE BIG 5 DOMAINS AND ACTUAL AND IDEAL VALUES. (CONTINUED NEXT PAGE) 195

TABLE 44B. CORRELATION MATRIX BETWEEN THE BIG 5 DOMAINS AND ACTUAL AND IDEAL VALUES. (CONTINUED)..... 196

Abstract

By focusing on the Schwartz (1992) value tradition, the main aim of this thesis was to establish that there are meaningful differences between people's Ideal values and their Actual behavioural expression of values. A total of 645 first and second year students from a university in Australia responded to a number of psychometric instruments designed to measure Ideal and Actual values, traits, opinions, behaviours and psychological health. These investigations show that there are distinct differences in the way people conceptualise their Ideal and Actual values. They also indicate that a person's innate traits, which were conceptualised via the five factor model of personality (Costa & McCrae, 1992), are distinctly different from their Ideal values and that both Ideal values and traits have a unique influence on the Actual expression of values. These findings are further explored in studies that show Ideal values, traits and Actual values all have unique relationships with both opinions and behaviours.

It is also concluded that one of the most widely accepted and used measures of values, the Schwartz (1992) Value Survey, is probably assessing a combination of the Ideal and Actual aspects of values. Moreover, Schwartz's (1992) underlying theory of values suggests that values can be conceptualised in terms of 10 Universal value types but no evidence was found to support this conceptualisation. Finally the thesis shows that differences between Ideal and Actual values are also related to poor psychological health. From these investigations it is concluded that there are very distinct differences between Ideal and Actual values and that these two aspects of values need to be considered when theorising about, or measuring, values.