

Strategy : Analyzing values

Fundamentals of the strategy

What is the goal of this strategy ?

Identify, analyze and evaluate the **values embedded in technology**, as well as value-based tensions.

What are values ?

While values can have different meanings, in the course we use the theory of values from Schwartz.

In our context, **values represent:**

- Guiding principles for decisions and actions of humans (personal values, stakeholder values).
- Desirable goals and criteria for product design (values in design).

Strategy components

A

Schwartz's value table & questionnaires

- Identify your own values
- Identify values in artefacts
- Identify stakeholder values

👉 See next pages.

B

Value-based benefits and harms

Identify how stakeholder values can be supported (value-based benefit) or opposed (value-based harm) by the design of an artifact

👉 See below.

C

Value-based tension map

Identify value tensions

👉 See below.

B. Value-based benefits and harms

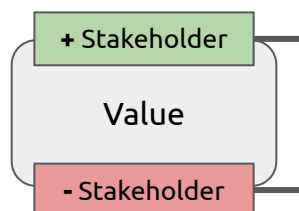
Stake holder	Key value	Manifested in artifact	Benefits	Harms
Parents	Self direction Action	Yes	Decide feeding time	Loose freedom -> parenting abilities
	Self direction Thought	Yes		
...

C. Value-based tension map

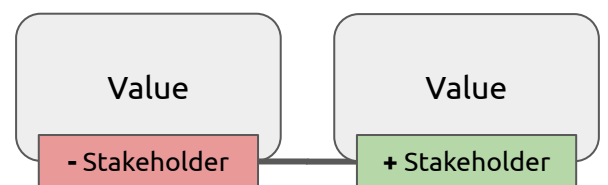
Value tensions

Situations that **oppose** a value-based **benefit** with a value-based **harm**, either **between stakeholders** or for a **single stakeholder**.

Tension: benefit (+) and harm (-) on the same value



Tension: benefit (+) and harm (-) on different values (requires interpretation of the values in context)



A. Schwartz's value table

Self-enhancement	Power Resources (POR)	Power through control of material and social resources
	Power Dominance (POD)	Power through exercising control over people
	Achievement (AC)	Personal success through demonstrating competence according to social standards
	Hedonism (HE)	Pleasure and sensuous gratification for oneself
Openness to change	Stimulation (ST)	Excitement, novelty and challenge in life
	Self-direction Action (SDA)	The freedom to determine one's own actions
	Self-direction Thought (SDT)	The freedom to cultivate one's own ideas and abilities
Self-transcendence	Universalism Tolerance (UNT)	Acceptance and understanding of those who are different from oneself
	Universalism Concern (UNC)	Commitment to equality, justice, and protection for all people
	Universalism Nature (UNN)	Preservation of the natural environment
	Humility (HUM)	Recognizing one's insignificance in the larger scheme of things
	Benevolence Dependability (BED)	Being a reliable and trustworthy member of the in-group
	Benevolence Caring (BEC)	Devotion to the welfare of in-group members
Conservation	Tradition (TR)	Maintaining and preserving cultural, family, or religious traditions
	Conformity Interpersonal (COI)	Avoidance of upsetting or harming other people
	Conformity Rules (COR)	Compliance with rules, laws, and formal obligations
	Security Societal (SES)	Safety and stability in the wider society
	Security Personal (SEP)	Safety in one's immediate environment
	Face (FAC)	Security and power through maintaining one's public image and avoiding humiliation

Source: Schwartz, S. H., Cieciuch, J., Vecchione, M., Davidov, E., Fischer, R., Beierlein, C., Ramos, A., Verkasalo, M., Lönnqvist, J.-E., Demirutku, K., Dirilen-Gumus, O., & Konty, M. (2012). Refining the theory of basic individual values. *Journal of Personality and Social Psychology*, 103(4), 663–688. <https://doi.org/10.1037/a0029393>

A. Artifact values questionnaire

Indicate if you find or not a **manifestation of each value below** (if you really don't know, choose the don't know - DK - answer). If you indeed find a manifestation, please indicate how it is manifested.

Can you find a manifestation of the value ?	Yes	No	DK
Power-Resources (POR) Power through control of material and social resources Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Power-Dominance (POD) Power through exercising control over people Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Achievement (AC) Personal success through demonstrating competence according to social standards Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hedonism (HE) Pleasure and sensuous gratification for oneself Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stimulation (ST) Excitement, novelty and challenge in life Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-Direction Action (SDA) The freedom to determine one's own actions Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-Direction Thoughts (SDT) The freedom to cultivate one's own ideas and abilities Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Universalism-Tolerance (UNT) Acceptance and understanding of those who are different from oneself Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Universalism-Concern (UNC) Commitment to equality, justice, and protection for all people Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Universalism-Nature (UNN) Preservation of the natural environment Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Humility (HUM) Recognizing one's insignificance in the larger scheme of things Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Benevolence-Dependability (BED) Being a reliable a trustworthy member of the in-group Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Benevolence-Caring (BEC) Devotion to the welfare of in-group members Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tradition (TR) Maintaining and preserving cultural, family, or religious traditions Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conformity-Interpersonal (COI) Avoidance of upsetting or harming other people Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conformity-Rules (COR) Compliance with rules, laws, and formal obligations Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security-Societal (SES) Safety and stability in the wider society Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security-Personal (SEP) Safety in one's immediate environment Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Face (FAC) Security and power through maintaining one's public image and avoiding humiliation Manifestation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A. Own values questionnaire

Review each description and think about how much it is **important to you** using a 6-point scale from « not at all important » to « very important ».

1 = Not all important 2 = Not important 3 = A little important 4 = Moderately important 5 = Important 6 = Very important

How important to you is ...	1	2	3	4	5	6
Power-Resources (POR) Power through control of material and social resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Power-Dominance (POD) Power through exercising control over people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Achievement (AC) Personal success through demonstrating competence according to social standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hedonism (HE) Pleasure and sensuous gratification for oneself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stimulation (ST) Excitement, novelty and challenge in life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-Direction Action (SDA) The freedom to determine one's own actions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-Direction Thought (SDT) The freedom to cultivate one's own ideas and abilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Universalism-Tolerance (UNT) Acceptance and understanding of those who are different from oneself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Universalism-Concern (UNC) Commitment to equality, justice, and protection for all people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Universalism-Nature (UNN) Preservation of the natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Humility (HUM) Recognizing one's insignificance in the larger scheme of things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Benevolence-Dependability (BED) Being a reliable and trustworthy member of the in-group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Benevolence-Caring (BEC) Devotion to the welfare of in-group members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tradition (TR) Maintaining and preserving cultural, family, or religious traditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conformity-Interpersonal (COI) Avoidance of upsetting or harming other people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conformity-Rules (COR) Compliance with rules, laws, and formal obligations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security-Societal (SES) Safety and stability in the wider society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security-Personal (SEP) Safety in one's immediate environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Face (FAC) Security and power through maintaining one's public image and avoiding humiliation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>