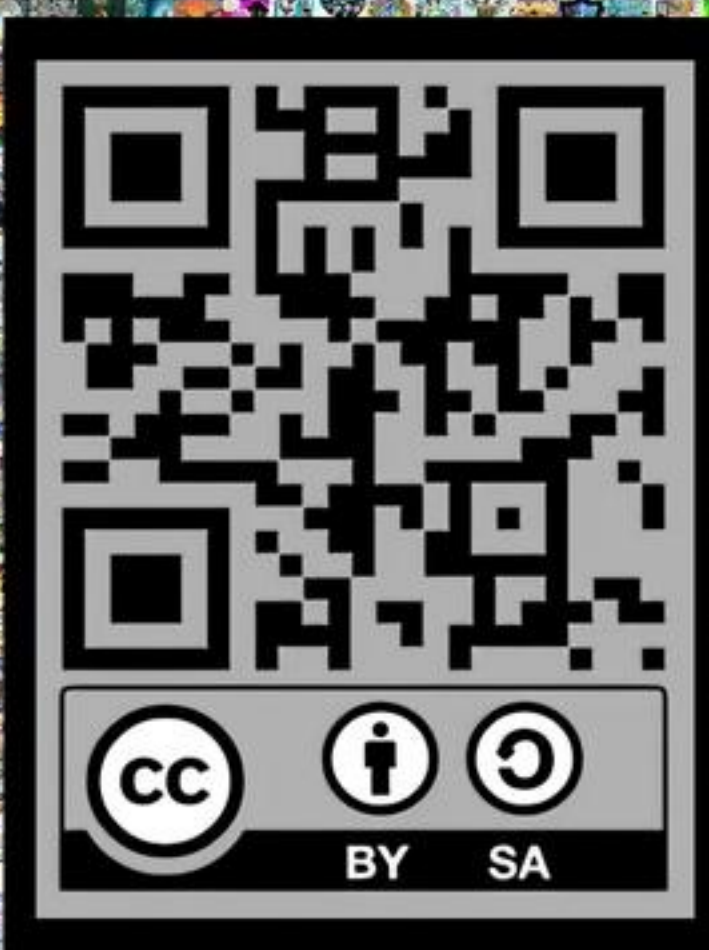
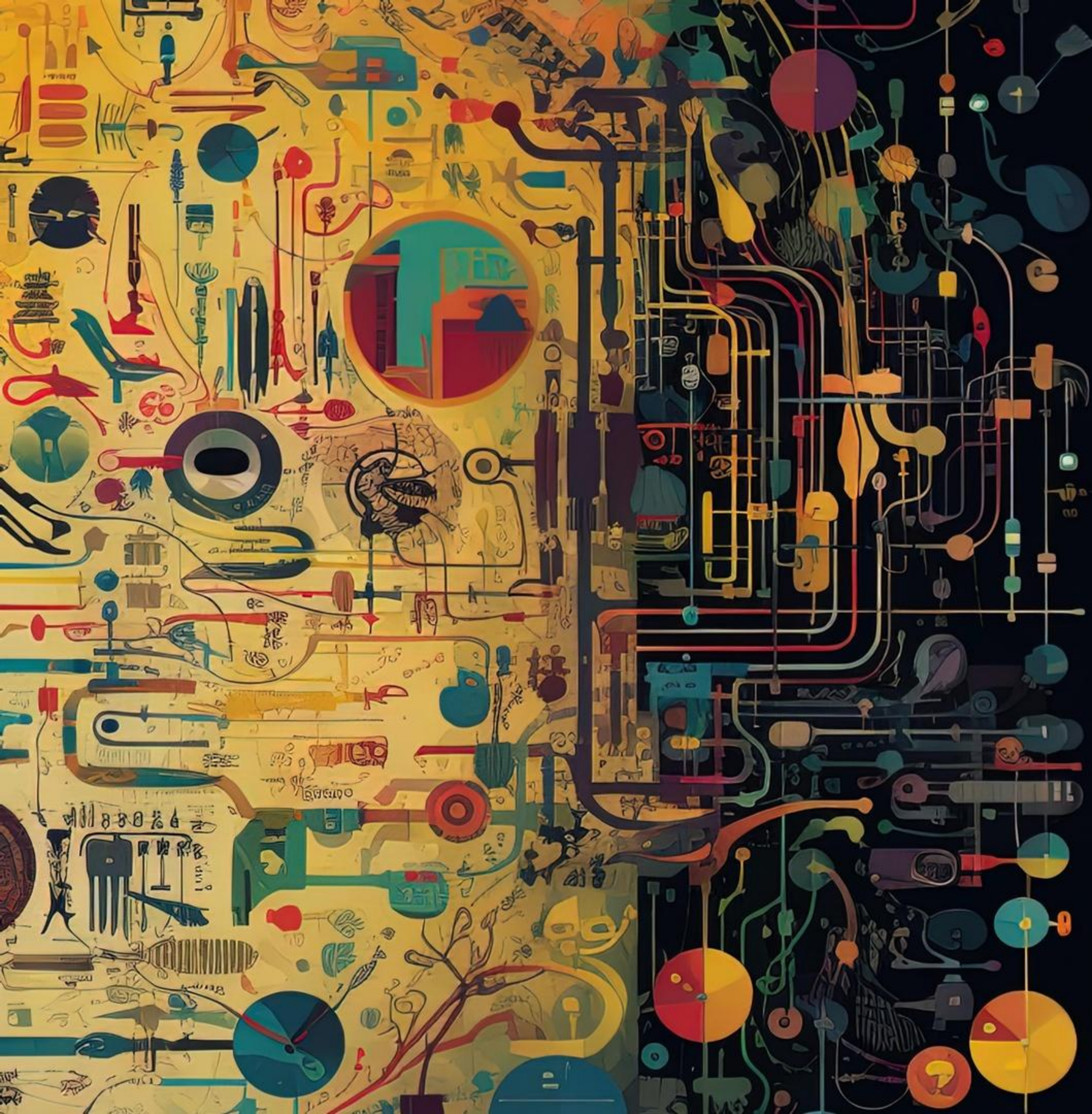


SCHOLARLY STANZAS





Schwartz's Theory of Basic Human Values

The Theory of Basic Human Values proposes that there are ten fundamental values that are important to individuals and societies: power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, and security. These values are hierarchically arranged, where some values serve as goals and others as means to achieve these goals. The theory suggests that people prioritize these values differently based on their cultural background, personal socialization, and life experiences. The theory has been applied extensively in social psychology research to explain various human behaviors, such as prosocial behavior and intergroup conflict.