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Title: Basic Personal Values: A Report to the National Election Studies Board

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Dataset: 2006 NES Pilot Study

Abstract:

Basic personal values may have replaced traditional group interests as the crucial grounding of ideology. The 2006 ANES Pilot study included questions on each of ten motivationally distinct basic values in two formats. In the PVQ format, each item presents a brief verbal portrait of a person, gender-matched to the respondent. The alternate method obtains first-person judgments of importance and presents a single, abstract term as the value to be rated. This report compares the effectiveness of the two methods of measurement. Although the alternate method follows a number of accepted best practices for attitude measurement that the PVQ method does not, the latter yielded somewhat stronger, more consistent, and more meaningful findings in the Pilot Study. Based on the findings, the author recommends that the ANES adopt the PVQ method to measure values with the modification of two items per value construct.