

Author(s): McConochie, William A. and Kristian Dunn

Title: Ten Values for Predicting Political Voting and Behavior: ANES 2006 Pilot Study/2004 Study

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Dataset(s): ANES 2006 Pilot Study/2004 Study

Abstract:

The ANES 2006 pilot study included items measuring values purported to be universal to humankind as proposed by Shalom H. Schwartz: Power, Achievement, Hedonism, Stimulation, Self-direction, Universalism, Benevolence, Tradition, Conformity and Security. This project seeks to explore how well the items predict a number of politically relevant variables such as reported voting in the 2000 presidential election focusing specifically on the Democratic and Republican candidates Al Gore and George W. Bush, respectively. We find that no generalizations about the relationship between values and political choices are warranted from this data. Possibly fewer traits measured with more items would permit inclusion of robust and meaningful traits and more substantial generalizations to the national population.