

# VALUES IN AMERICAN CULTURE



# PERSONAL CONTROL OVER THE ENVIRONMENT.

- People can/should control nature, their own environment and destiny. The future is not left to fate.
- Result: An energetic, goal-oriented society.



# CHANGE / MOBILITY.

- Change is seen as positive and good. This means progress, improvement and growth.
- Result: An established transient society geographically, economically and socially.



# TIME AND ITS IMPORTANCE.

- Time is valuable - achievement of goals depends on the productive use of time.
- Result: An efficient and progressive society often at the expense of interpersonal relationships.



# EQUALITY / EGALITARIANISM.

- ◉ People have equal opportunities; people are important as individuals, for who they are, not from which family they come.
- ◉ Result: A society where little deference is shown or status is acknowledged.





# INDIVIDUALISM, INDEPENDENCE AND PRIVACY.

- People are seen as separate individuals (not group members) with individual needs.
- People need time to be alone and to be themselves.
- Result: Americans may be seen as self-centered and sometimes isolated and lonely.



# COMPETITION AND FREE ENTERPRISE.

- ◉ Americans believe competition brings out the best in people and free enterprise leads to progress and produces success
- ◉ Result: Competition is emphasized over cooperation.



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# FUTURE ORIENTATION / OPTIMISM.

- ◉ Americans believe that, regardless of past or present, the future will be better and happier.
- ◉ Result: Americans place less value on past events and constantly look ahead to tomorrow.





# ACTION AND WORK ORIENTATION.

- ◉ Americans believe that work is morally right; that it is immoral to waste time.
- ◉ Result: There is more emphasis on "doing" rather than "being". This is a no-nonsense attitude toward life.



# INFORMALITY.

- ◉ Americans believe that formality is "un-American" and a show of arrogance and superiority.
- ◉ Result: A casual, egalitarian attitude between people is more accepted.



# DIRECTNESS / OPENNESS / HONESTY.

- ◉ One can only trust people who "look you in the eye" and "tell it like it is". Truth is a function of reality not of circumstance.
- ◉ Result: People tend to tell the "truth" and not worry about saving the other person's "face" or "honor".



# PRACTICALITY / EFFICIENCY.

- Practicality is usually the most important consideration when decisions are to be
- made.
- Result: Americans place less emphasis on the subjective, aesthetic, emotional or
- consensual decisions.



# MATERIALISM / ACQUISITIVENESS.

- ◉ Material goods are seen as the just rewards of hard-work, the evidence of "God's favor."
- ◉ Result: Americans are seen as caring more for things than people or relationships.





**Thank you for your  
attention!**