

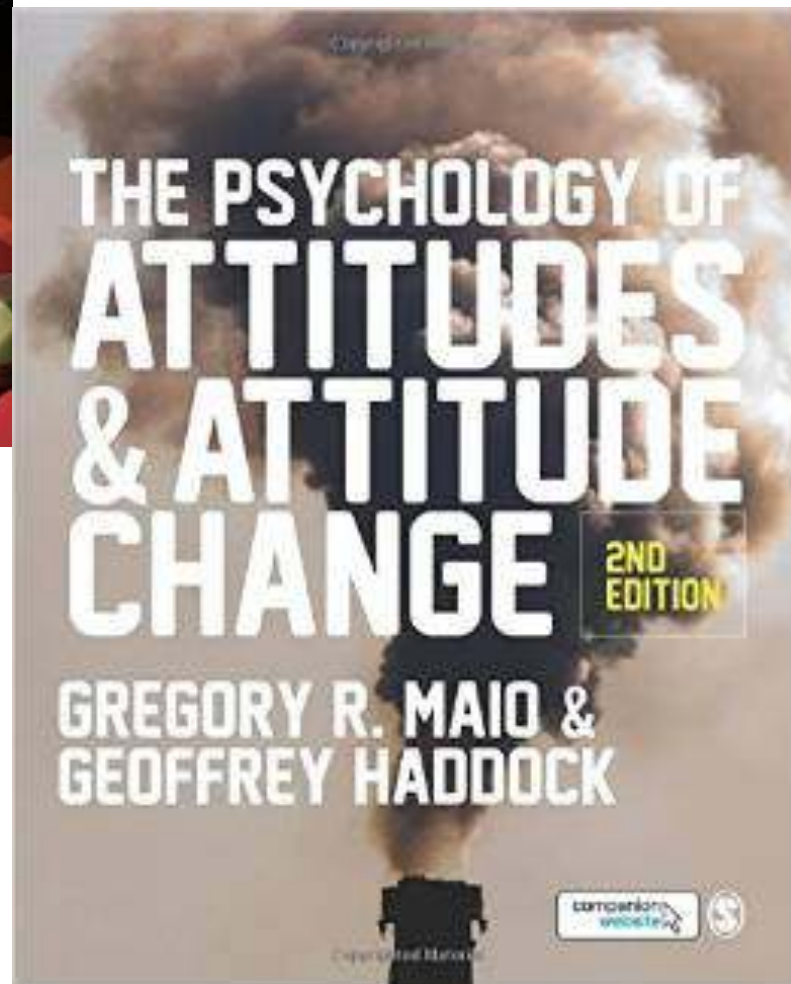
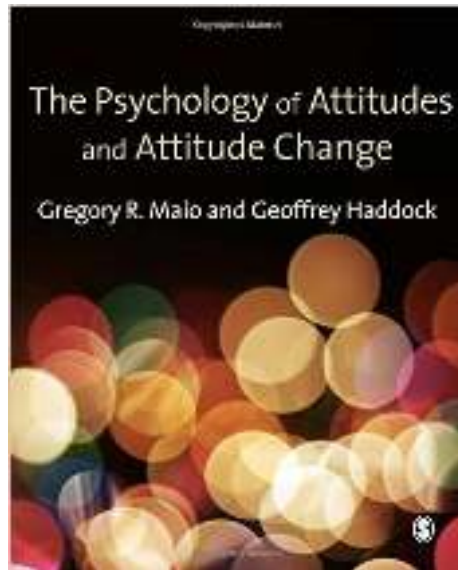
Values and Openness to Change

Greg Maio



Values - Attitudes - Behaviour





EUROPEAN MONOGRAPHS IN SOCIAL PSYCHOLOGY



The Psychology of Human Values

Gregory R. Maio

A Psychology Press Book



“... it will be a Government that is built on some clear values, values of freedom, values of fairness and values of responsibility.”





I want to set our party
and our country on
the path ... built on the
values of fairness and
opportunity...

- Home
- Work with us
- Jobs
- Careers
- My Civil Service

Values

The Civil Service supports the Government by providing excellent services and leading public services. The areas of work are public services and public sector organisations.

Core values and the Civil Service Code

Our core values underpin the Civil Service Code, which sets out the standards of behaviour that we expect of all Civil Service staff.

The Civil Service Code

The Civil Service Code sets out the standards of behaviour that we expect of all Civil Service staff.

The Civil Service Code

The Civil Service Code sets out the standards of behaviour that we expect of all Civil Service staff.

The standard of care you can expect from the NHS. It's the standard that we expect of all our staff.

- 508
- Induction Standards for Northern Ireland
- Standard 1: Understand the principles of care: The values
- Standard 2: Understand the principles of care: The values
- Standard 3: Understand the principles of care: The values
- Standard 4: Understand the principles of care: The values
- Standard 5: Understand the principles of care: The values
- Standard 6: Understand the principles of care: The values
- Standard 7: Understand the principles of care: The values
- Standard 8: Understand the principles of care: The values
- Standard 9: Understand the principles of care: The values
- Standard 10: Understand the principles of care: The values

Induction Standards for Northern Ireland

Standard 1: Understand the principles of care: The values

When you start your job, you will be asked to sign a declaration of your values. This is a commitment to the values that we expect of all our staff.



Our values and behaviours

To give our people the best experience, we need to work together, sharing ideas, supporting each other and making decisions. We need to be open, honest and respectful. We need to be fair and to stand up for what is right.



Love places

We love places where we can work together, share ideas and support each other. We want to be part of a team that is open, honest and respectful.

Share our common purpose

We want to be part of a team that is open, honest and respectful. We want to be part of a team that is open, honest and respectful.

Inspire people

We want to be part of a team that is open, honest and respectful. We want to be part of a team that is open, honest and respectful.

Think long term

We want to be part of a team that is open, honest and respectful. We want to be part of a team that is open, honest and respectful.

- Our Journey
- Our Leadership
- Our Differences
- Our Geography
- Our Brands
- Our Values
- Our Talent
- Our Community & Environment



OUR VALUES

Lawyers Locations Insights Careers

Our shared values

Our shared values

To achieve our vision to be the world's leading law firm, we need an outstanding leadership team with partners who lead by example.

Our shared values are the foundation of our success. We want to be part of a team that is open, honest and respectful.

- We have integrity, honesty and respect for all our stakeholders.
- We are committed to excellence in everything we do.
- We are a team that works together to achieve our goals.

1. **Accountability** – for the actions and activities we do
2. **Pride** – in the way we work, the results we produce
3. **Bravery** – to challenge accepted norms and find better ways
4. **Continuous development** – continually learning & growing
5. **Quality** – results and insights which are both better and faster
6. **Team work & respect** – transparency and support
7. **Fair** – what you work for as well as what we have to offer
8. **Customer centric** – everything flows into the client

Example Values

FORGIVENESS (willing to pardon others)

AN EXCITING LIFE (stimulating experiences)

INDEPENDENCE (self-reliant, self-sufficient)

CREATIVITY (uniqueness, imagination)

HELPFULNESS (working for the welfare of others)

A VARIED LIFE (filled with challenge, novelty, and change)

AMBITION (hardworking, aspiring)

PLEASURE (gratification of desire)

RESPECT FOR TRADITION (preservation of honoured customs)

Schwartz, S. H. (1992). *Advances in Experimental Social Psychology*, 25, 1-65.

Equality (equal opportunities for all)

-1	0	1	2	3	4	5	6	7
Opposed to my values	Not at all important			Moderately important			Very important	Extremely important

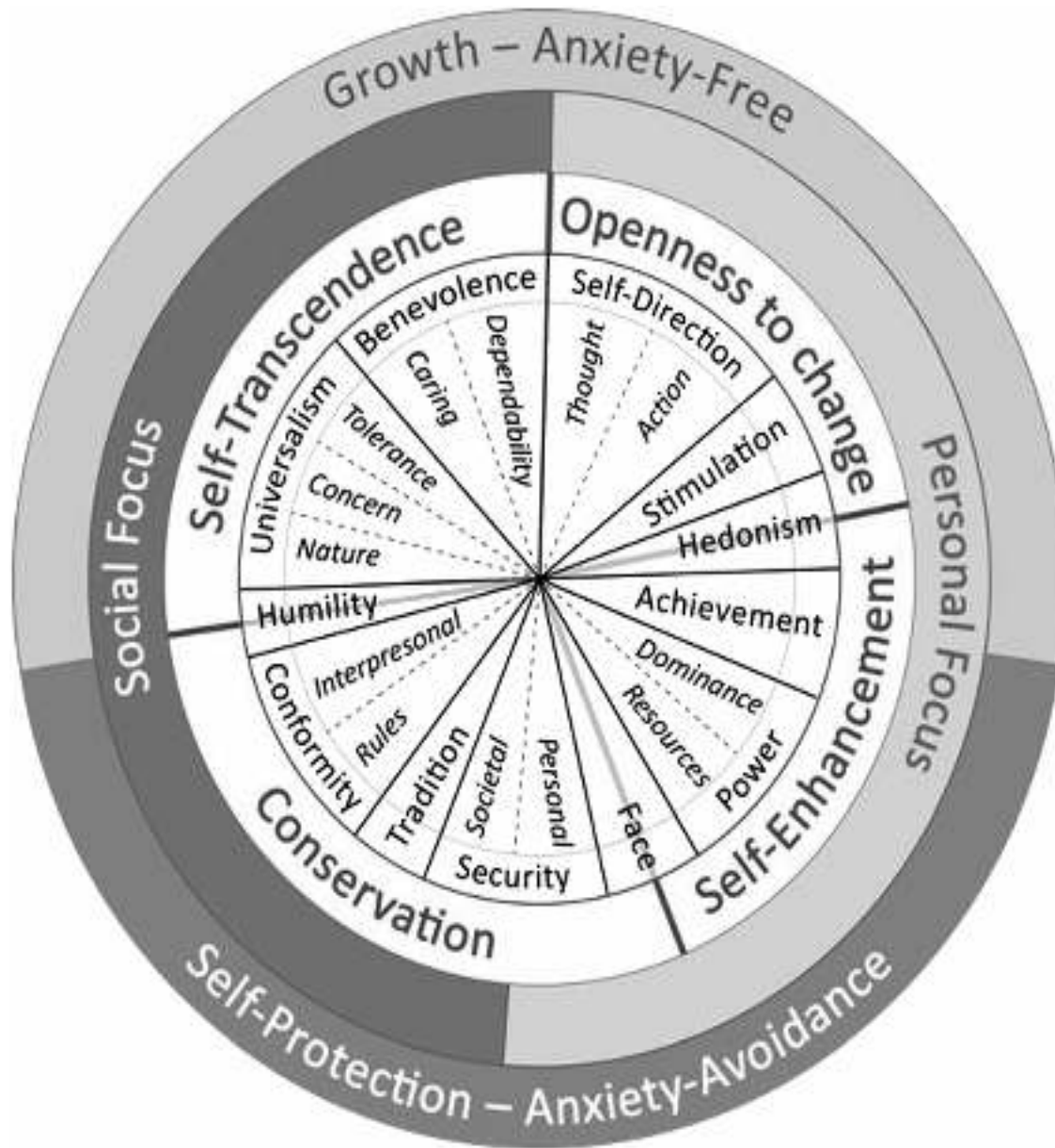
Freedom (freedom of action and thought)

-1	0	1	2	3	4	5	6	7
Opposed to my values	Not at all important			Moderately important			Very important	Extremely important

Social power (control over others, dominance)

-1	0	1	2	3	4	5	6	7
Opposed to my values	Not at all important			Moderately important			Very important	Extremely important

Schwartz's (2014)
Revised Circular
Model



:

The Role of Values in Self-Affirmation and Openness

1. Self-Affirmation
2. Three Routes
3. Current Project

1. Circle the most important value from the list provided.
2. Write a few paragraphs about why this value is important to you.

1. Self-affirmation

McQueen, A., & Klein, W. M. P. (2006). Experimental Manipulations of Self-Affirmation: A Systematic Review. *Self and Identity*, 5(4), 289–354.

Self-affirmation effects are ubiquitous:

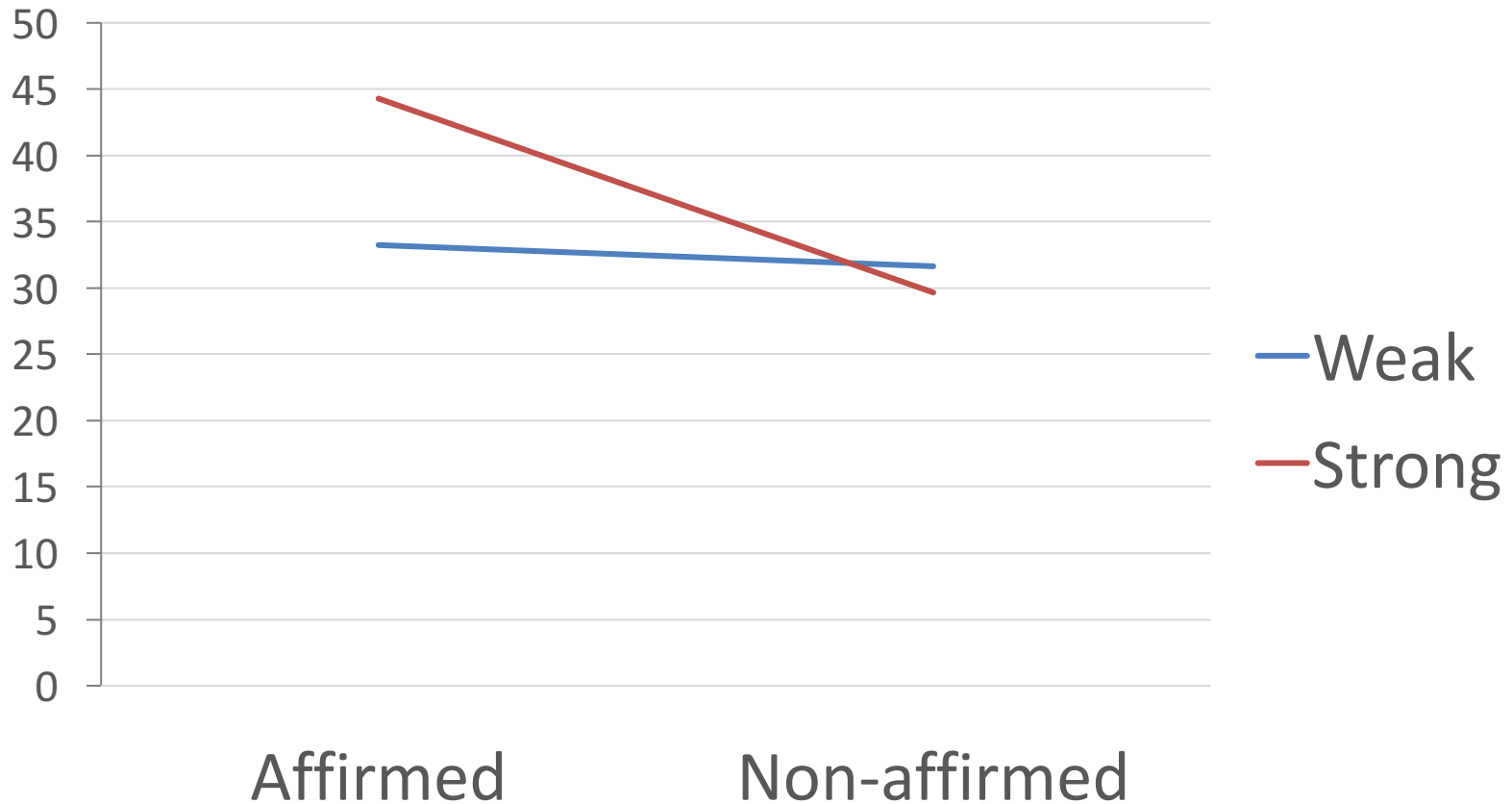
- acceptance of counter-attitudinal arguments on political topics (e.g.,, abortion)
- persuasion about health risks (e.g., risks of smoking, drinking)
- discrimination against out-groups,
- achievement in threatening conditions
- well-being
- likelihood of apology
- perceptions of distance (e.g., height of an object).

- We can accept threatening information, derogate it, or diminish its threat to self-integrity by affirming other self aspects.
- “the need to protect a valued identity or self-view is a major source of such biased processing and closed mindedness.” (p. 191; Sherman & Cohen, 2006)

Sherman, D. K., & Cohen, G. L. (2006). *The Psychology of Self-Defense: Self-affirmation Theory* (*Advances in Experimental Social Psychology*, 38, 183-242.
Steele, C. M. (1988). The psychology of self-affirmation: Sustaining the integrity of the self. *Advances in Experimental Social Psychology*, 21, 261–302. 13

1. Self-affirmation

Rated Argument Persuasiveness



1. Self-affirmation

Adapted from Correll, J., Spencer, S. J., & Zanna, M. P. (2004). An affirmed self and an open mind: Self-affirmation and sensitivity to argument strength. *Journal of Experimental Social Psychology*, 40, 350–356.

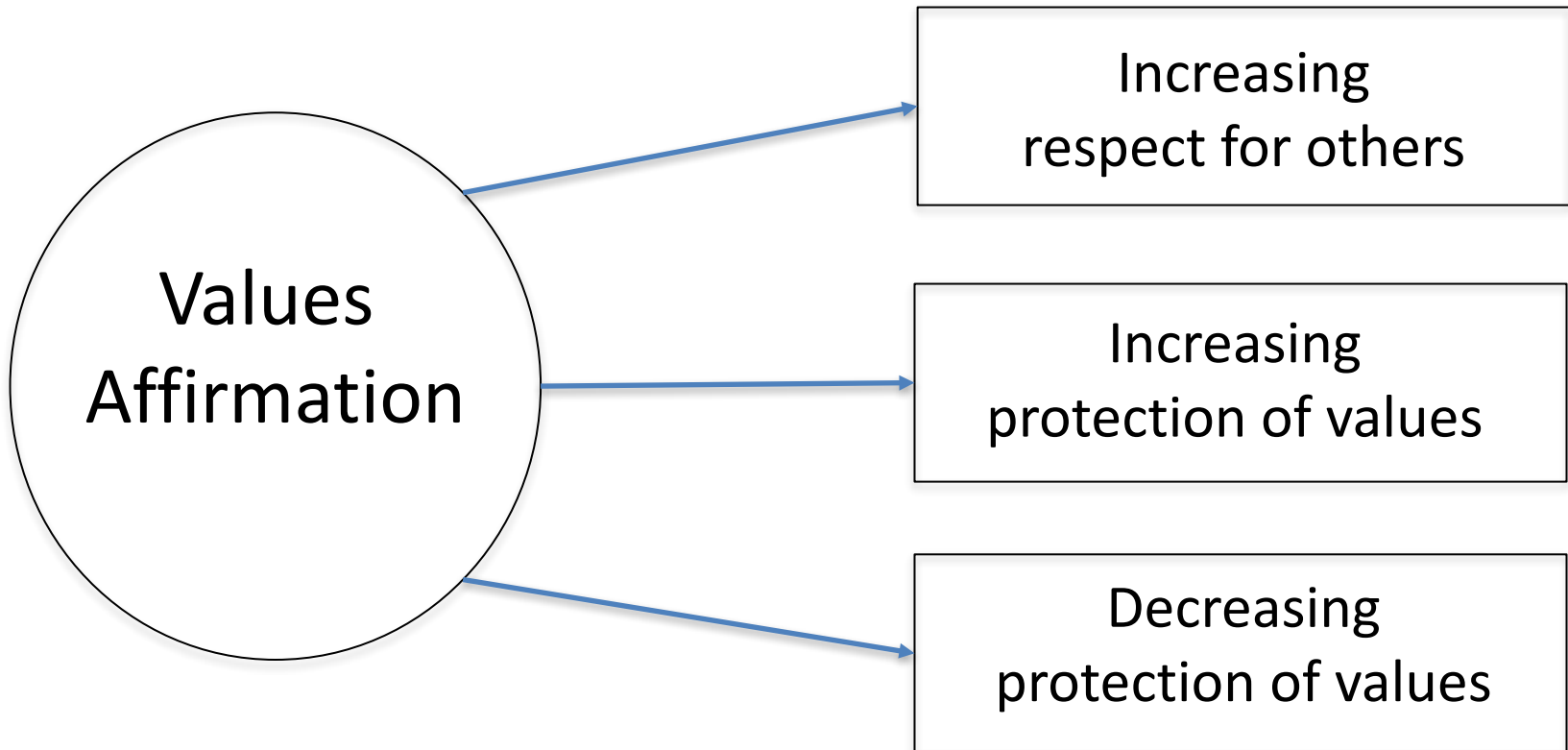
Self-affirmation is . . .

- often manipulated through value affirmation
- has ubiquitous effects
- decreases defensiveness and information scrutiny



But what is the role of values
in this process?

Three Routes



2. Three routes

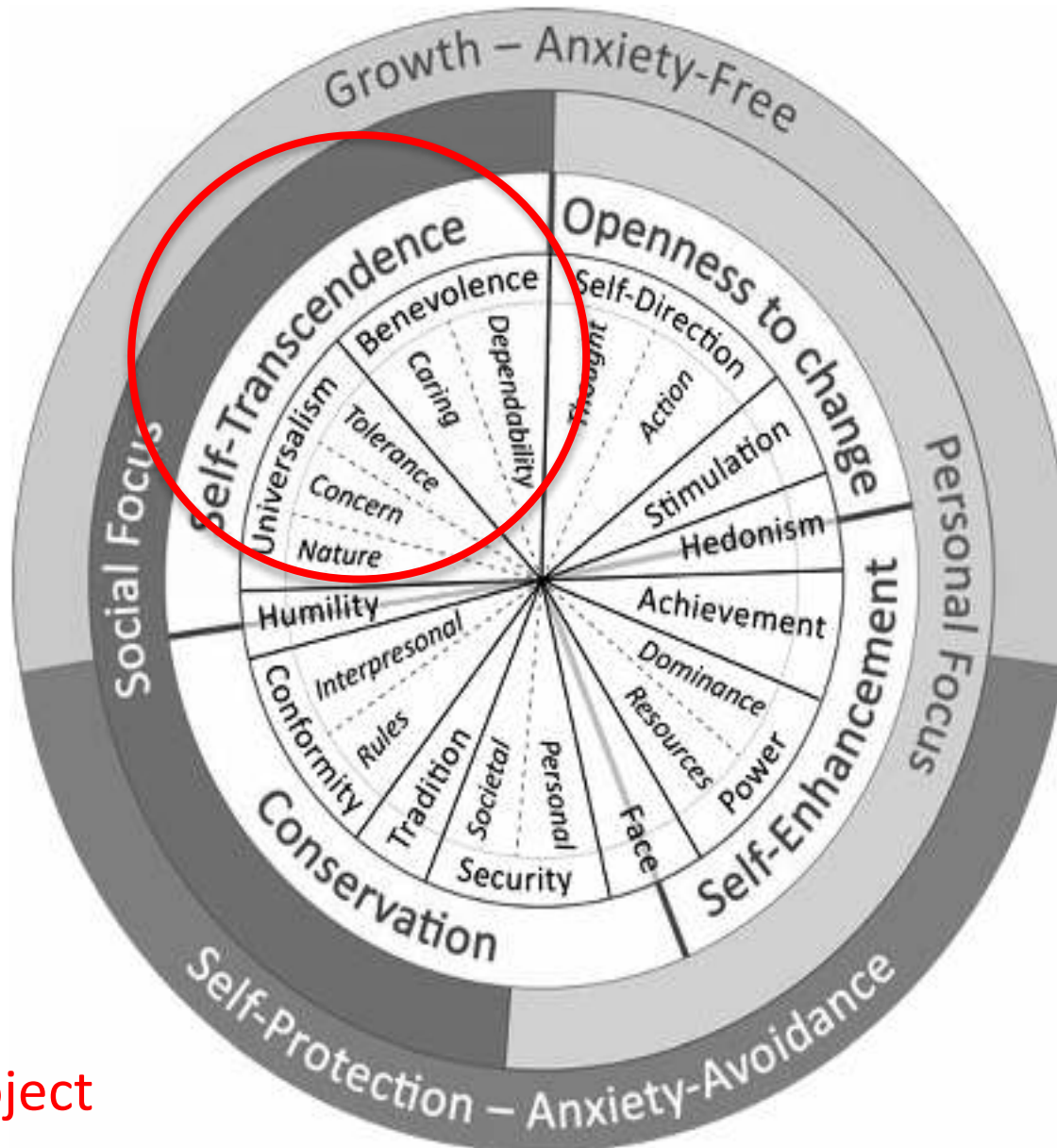
Respect for others

- Values affirmation increases feelings of love and connectedness
- Value affirmation reduced defensiveness to a health message through self-transcendence rather than self-integrity

Crocker, J., Niiya, Y., & Mischkowski, D. (2008). Why does writing about important values reduce defensiveness? Self-affirmation and the role of positive other-directed feelings. *Psychological Science*, *19*(7), 740–747.

Respect for others

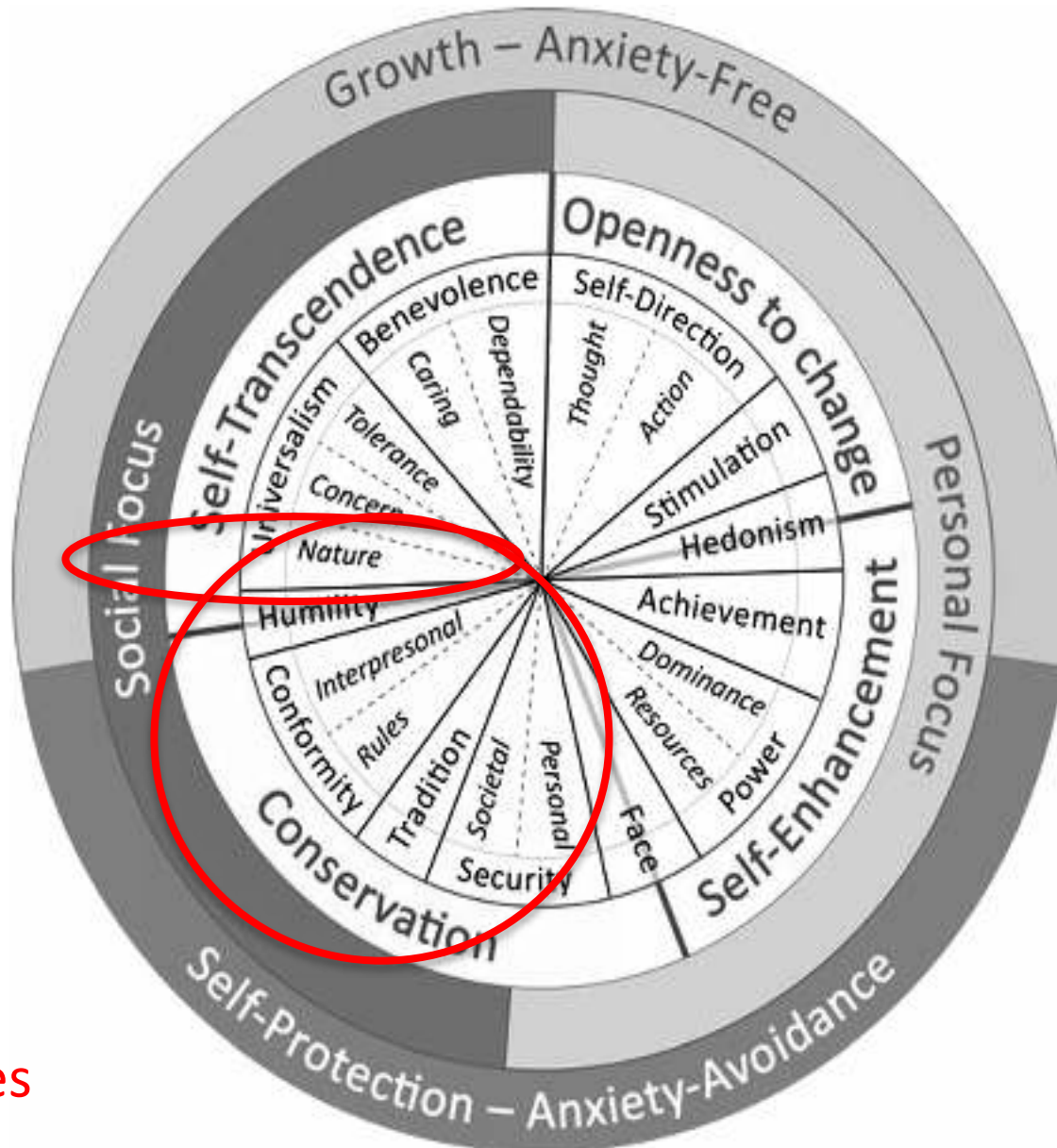
Schwartz's (2014)
Revised Circular
Model



1. Current project

Respect for others

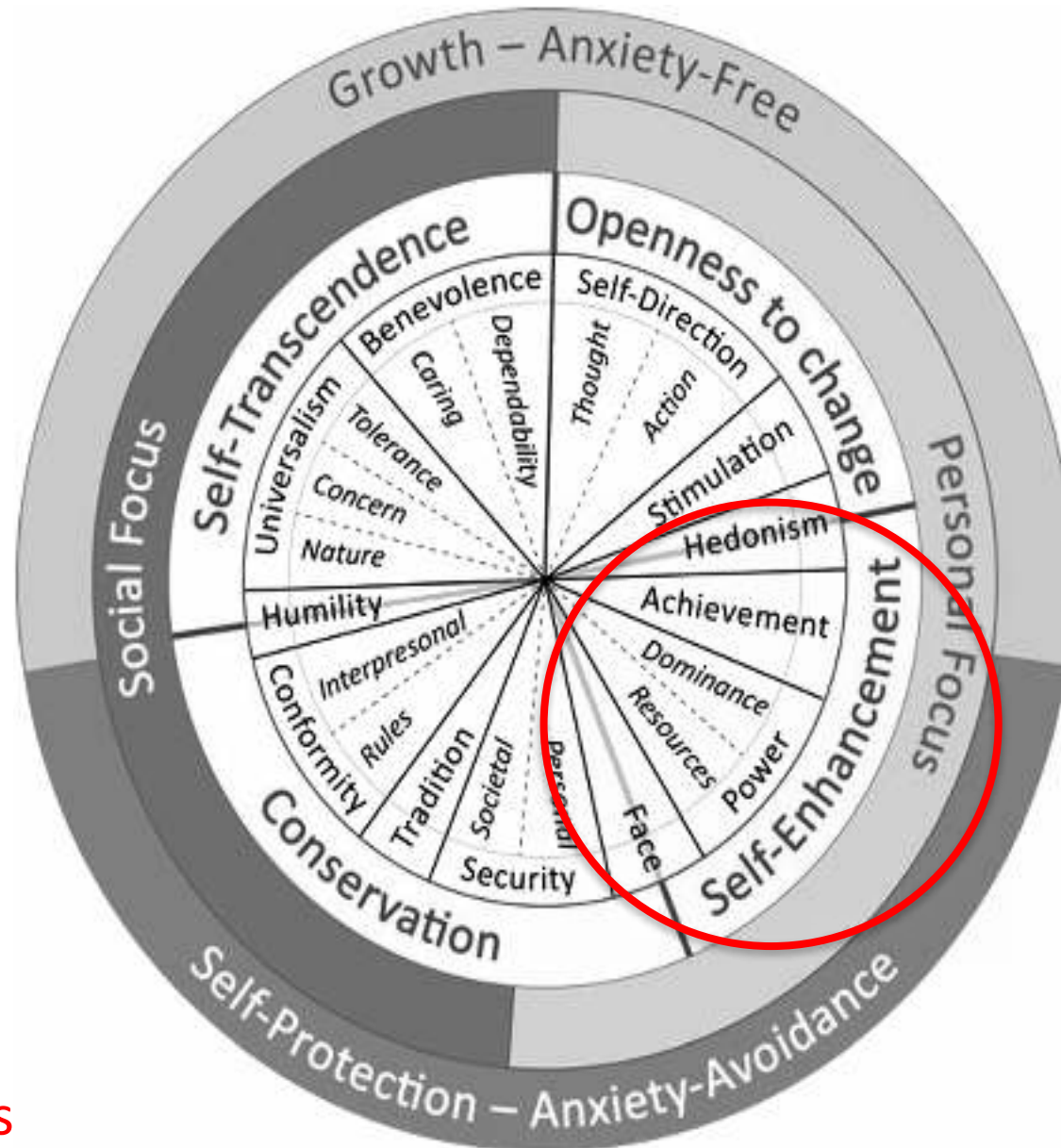
Schwartz's (2014)
Revised Circular
Model



1. Three routes

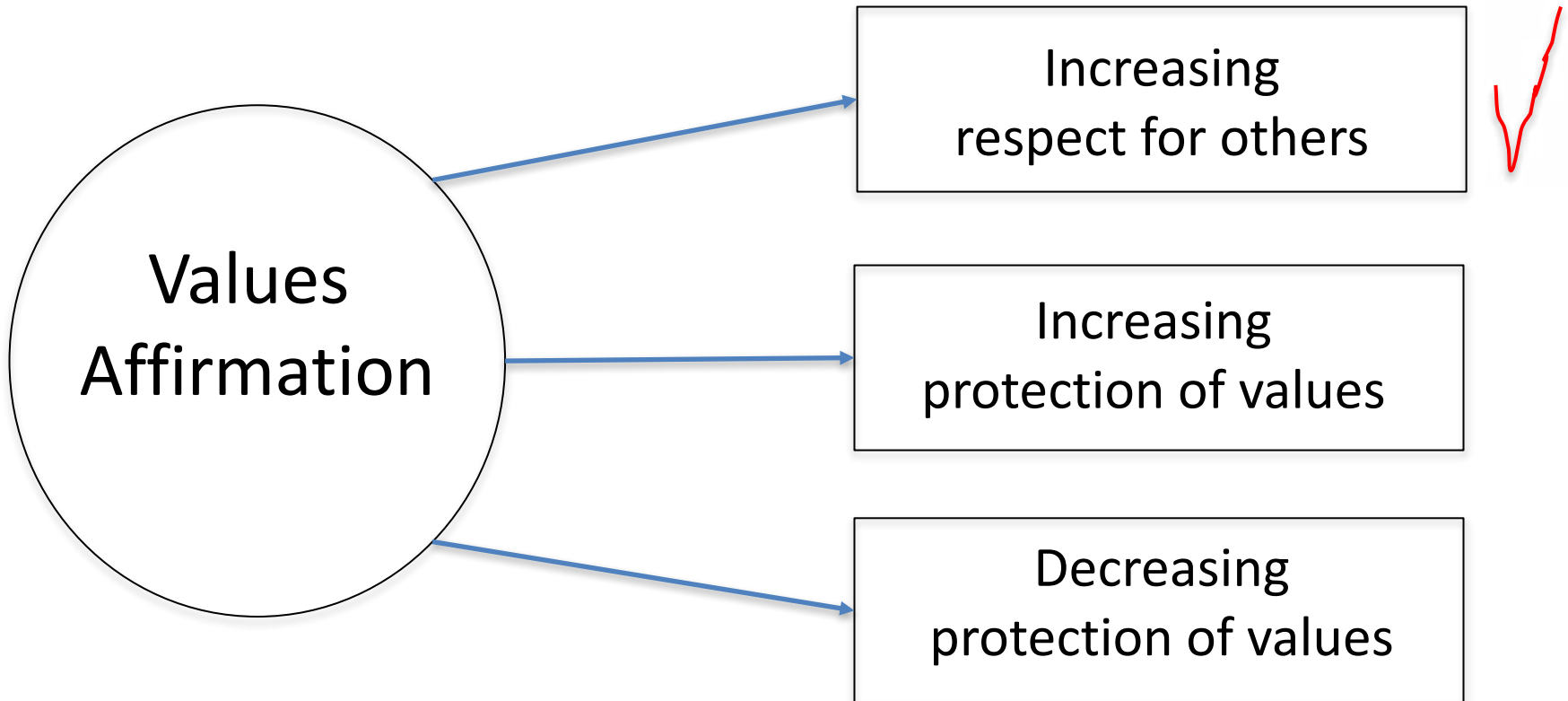
Respect for others

Schwartz's (2014)
Revised Circular
Model



1. Three routes

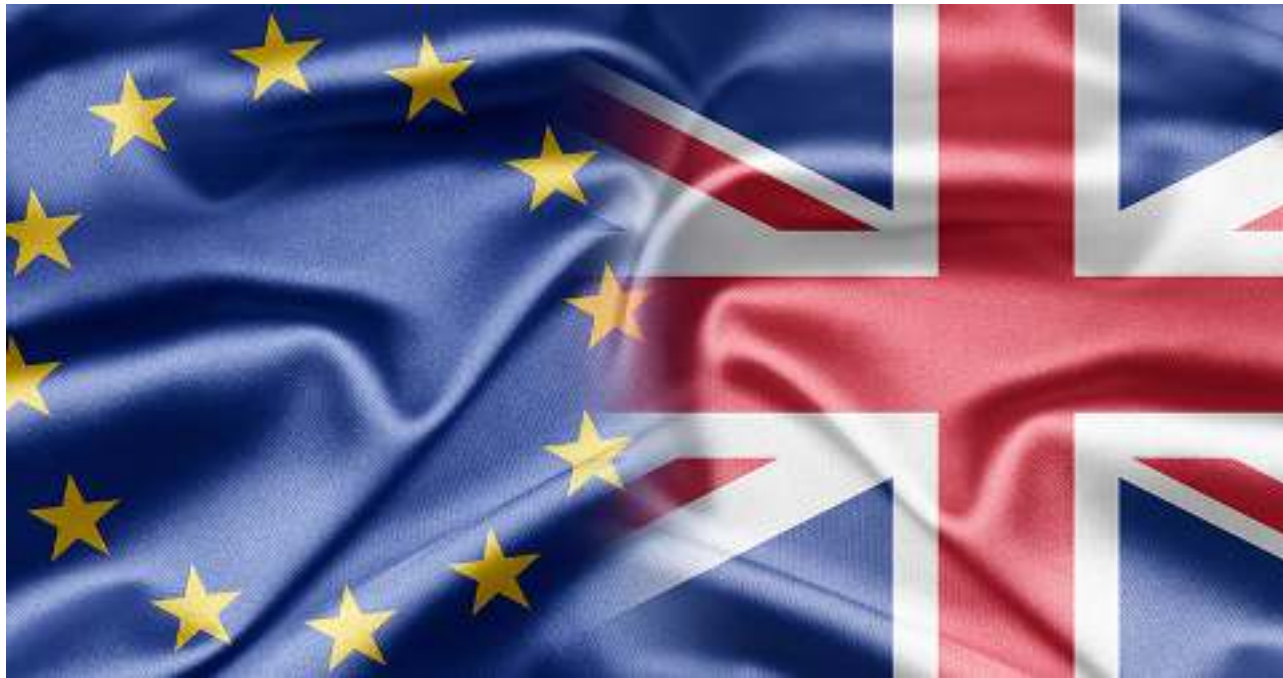
Three Routes



2. Three routes

Increasing protection of values

- **Attitude functions:** Psychological needs that attitudes fulfill (Maio & Olson, 2000).



<https://euperspectives.com/2017/03/09/shared-values-memories-of-belonging/>

Maio, G. R., & Olson, J. M. (Eds.) (2000). *Why we evaluate: Functions of attitude*. Mahwah, NJ: Lawrence Erlbaum Associates.

2. Three routes

Increasing protection of values

- Value-expressive attitudes lead to more biased processing than attitudes expressing simple utilitarian concerns (Johnson & Eagly, 1989; cf. Petty & Cacioppo, 1990)

Johnson, B. T., & Eagly, A. H. (1989). Effects of involvement on persuasion: A meta-analysis. *Psychological Bulletin*, *106*, 290–314.

Petty, R. E., & Cacioppo, J. T. (1990). Involvement and persuasion: Tradition versus integration. *Psychological Bulletin*, *107*, 367–374.

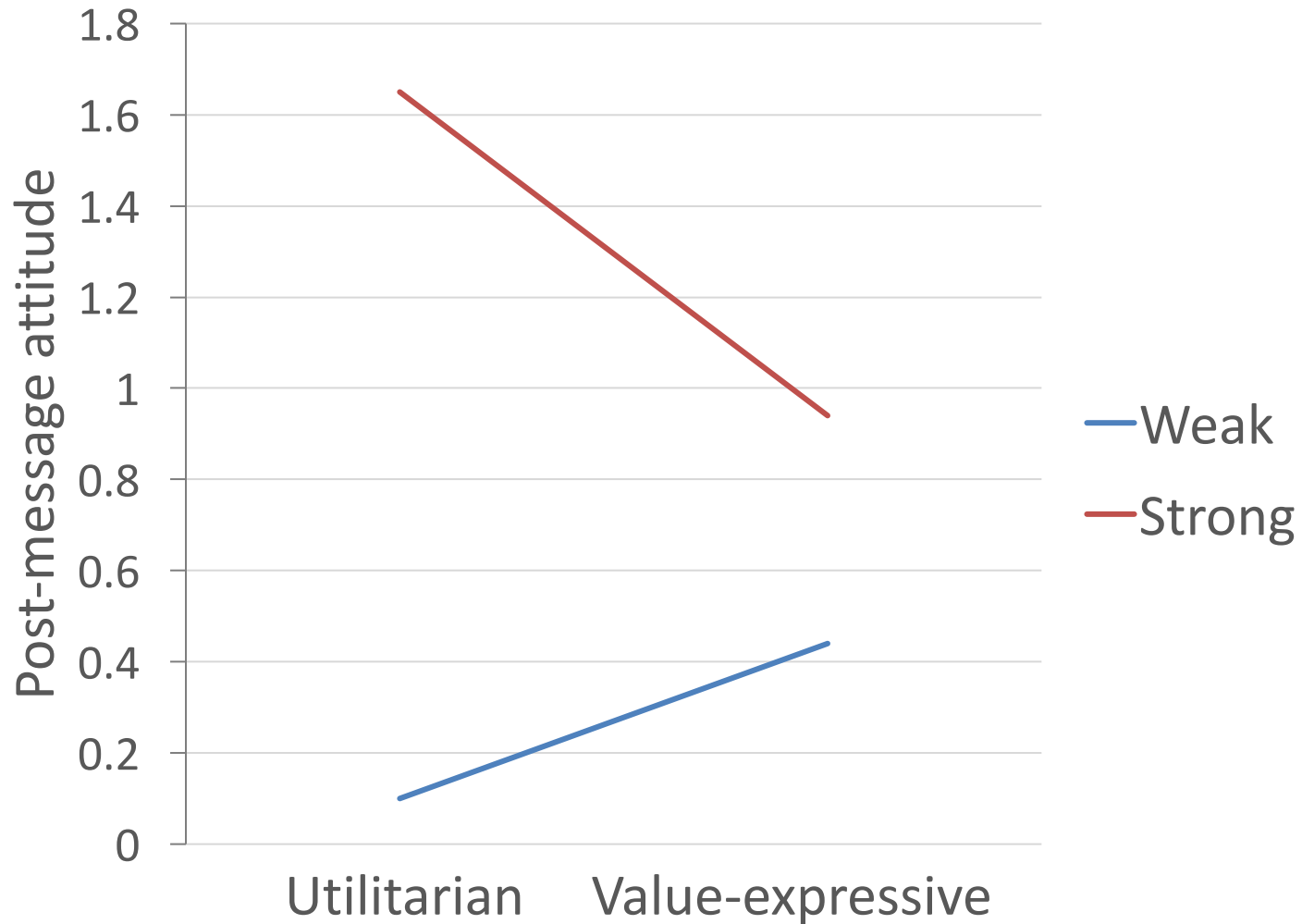
Increasing protection of values

- Manipulate value-expression by training participants to express values (e.g., freedom, individualism) in attitudes to academic demands (e.g., coursework, research participation)

2. Three routes

Maio, G. R., & Olson, J. M. (1995). Involvement and persuasion: Evidence for different types of involvement. *Canadian Journal of Behavioral Science*, 27, 64–78.

Increasing protection of values



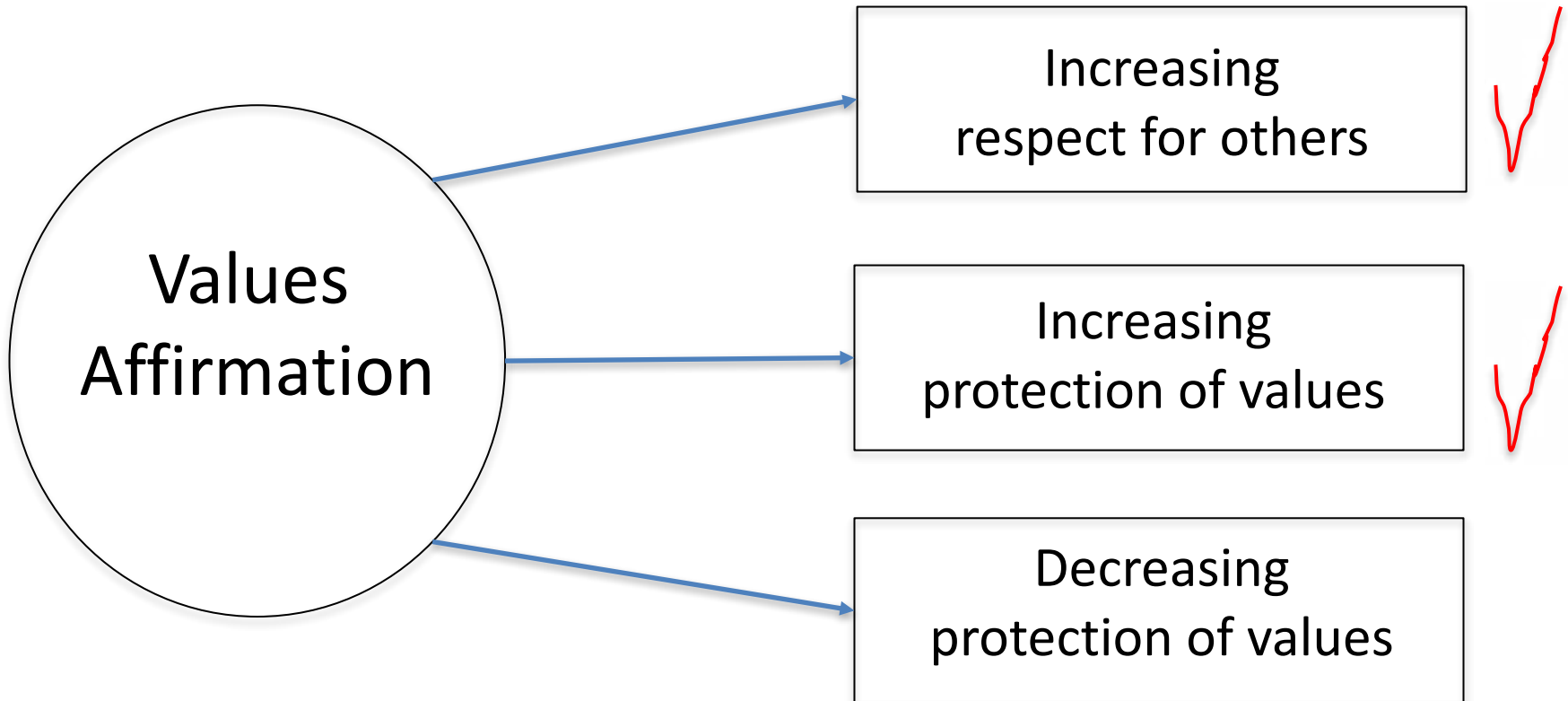
2. Three routes

Maio, G. R., & Olson, J. M. (1995). Involvement and persuasion: Evidence for different types of involvement. *Canadian Journal of Behavioral Science*, 27, 64–78.

Increasing protection of values

- Value-affirmation may lead to more value-expression in attitudes
- This value-expression may elicit closed-mindedness.
- Self-affirmation experiments focus on issues seemingly unrelated to the initial values, diminishing value-expression in the attitudes.

Three Routes



2. Three routes

Decreasing protection of values

McGuire (1964)

- Truisms elicit very high consensus
- Truisms as paper tigers: radically changed by a brief persuasive message
- Are values vulnerable to attack?



"Tiger" by Chloe Siemens, 2016

Decreasing protection of values

- Rokeach (1975): Value self-confrontation paradigm
- Bernard, Maio, & Olson (2003): Three-page essay attacking the value of equality.

Bernard, M. M., Maio, G. R., & Olson, J. M. (2003). The vulnerability of values to attack: Inoculation of values and value-relevant attitudes. *Personality and Social Psychology Bulletin*, 29, 63–75.

Rokeach, M. (1975). Long-term value change initiated by computer feedback. *Journal of Personality and Social Psychology*, 32, 467–476.

2. Three routes

Decreasing protection of values

- Bernard, Maio, & Olson (2003): Effect on the targeted value, related values, and related attitudes.
- Maio & Olson, 1998; Bernard et al., 2003: Introspection about values elicits value change

Bernard, M. M., Maio, G. R., & Olson, J. M. (2003). The vulnerability of values to attack: Inoculation of values and value-relevant attitudes. *Personality and Social Psychology Bulletin*, *29*, 63–75.

Bernard, M. M., Maio, G. R., & Olson, J. M. (2003). Effects of introspection about reasons for values: Extending research on values-as-truisms. *Social Cognition*, *21*, 1-25.

Maio, G. R., & Olson, J. M. (1998). Values as truisms: Evidence and implications. *Journal of Personality and Social Psychology*, *74*, 294-311.

Decreasing protection of values

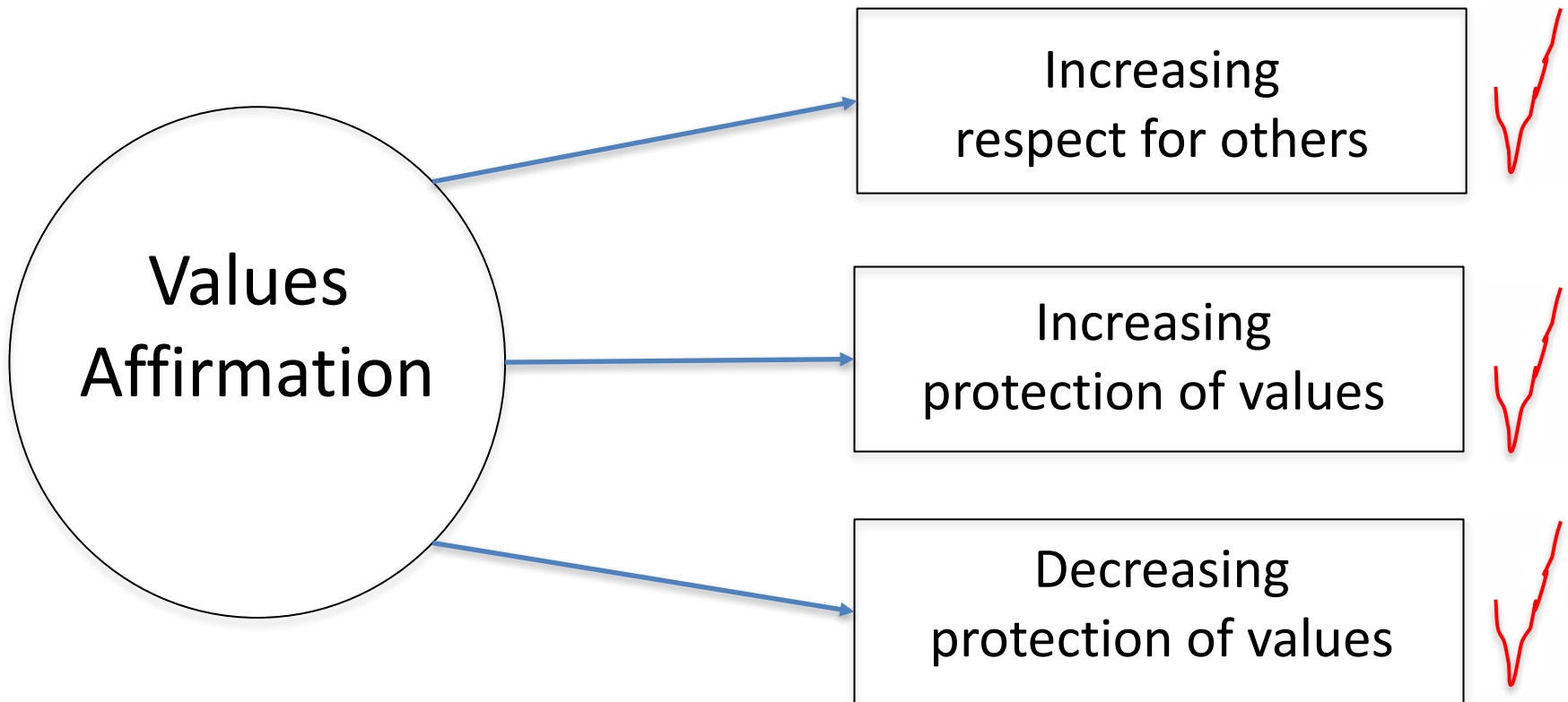
Blankenship, Wegener, & Murray (2012)

- Value change as an indirect route to attitude change.
- Value change elicits more attitude change than direct attacks, because the direct attacks elicit counter-argumentation.

2. Three routes

Blankenship, K. L., Wegener, D. T., & Murray, R. A. (2012). Circumventing resistance: Using values to indirectly change attitudes. *Journal of Personality and Social Psychology*, *103*(4), 606–621.

Three Routes

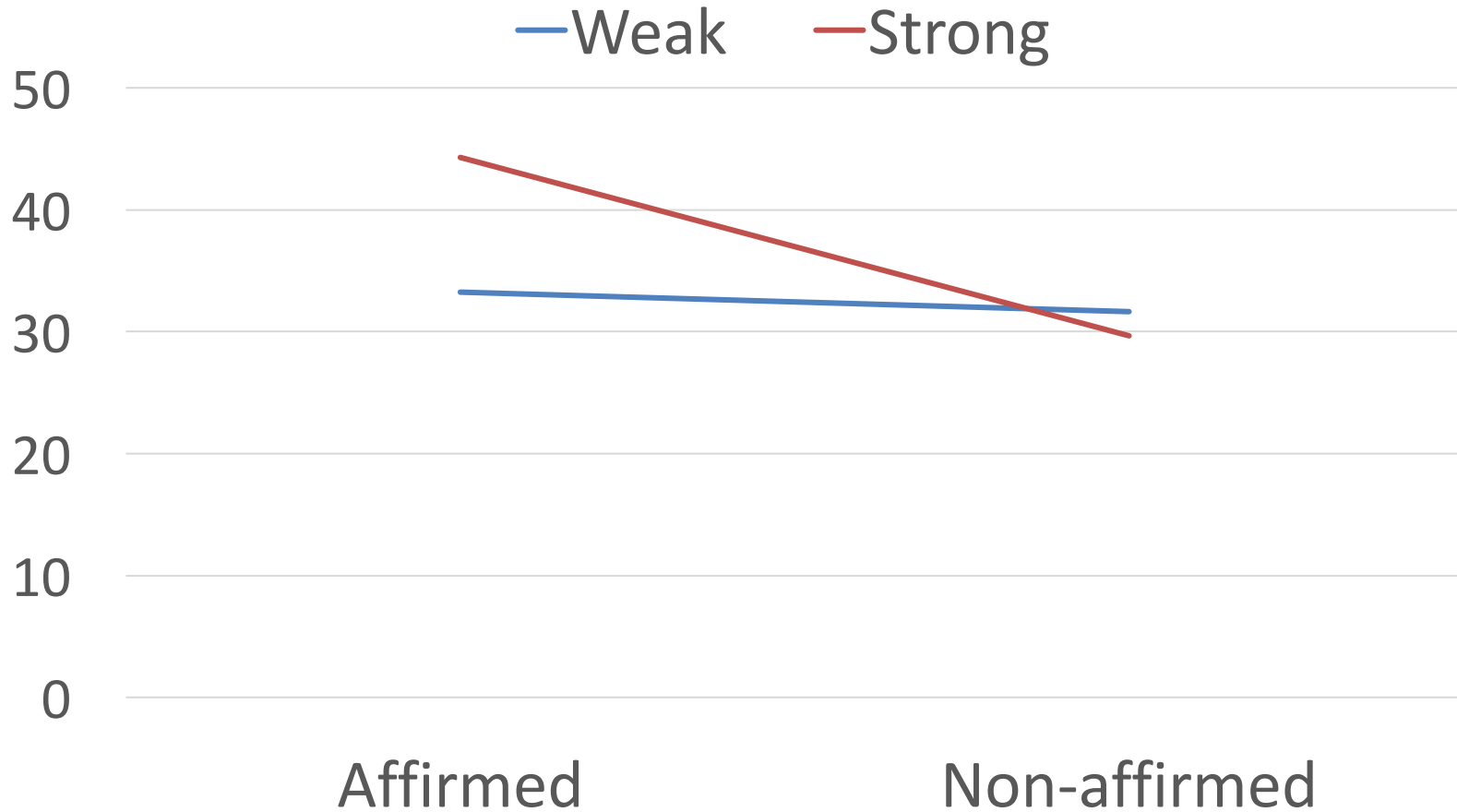


2. Three routes

Current Project

- Thinking about values can increase respect for others, increase protection of related attitudes, and decrease protection of related attitudes.
- How does thinking about values affect openness in live discussion/debate?

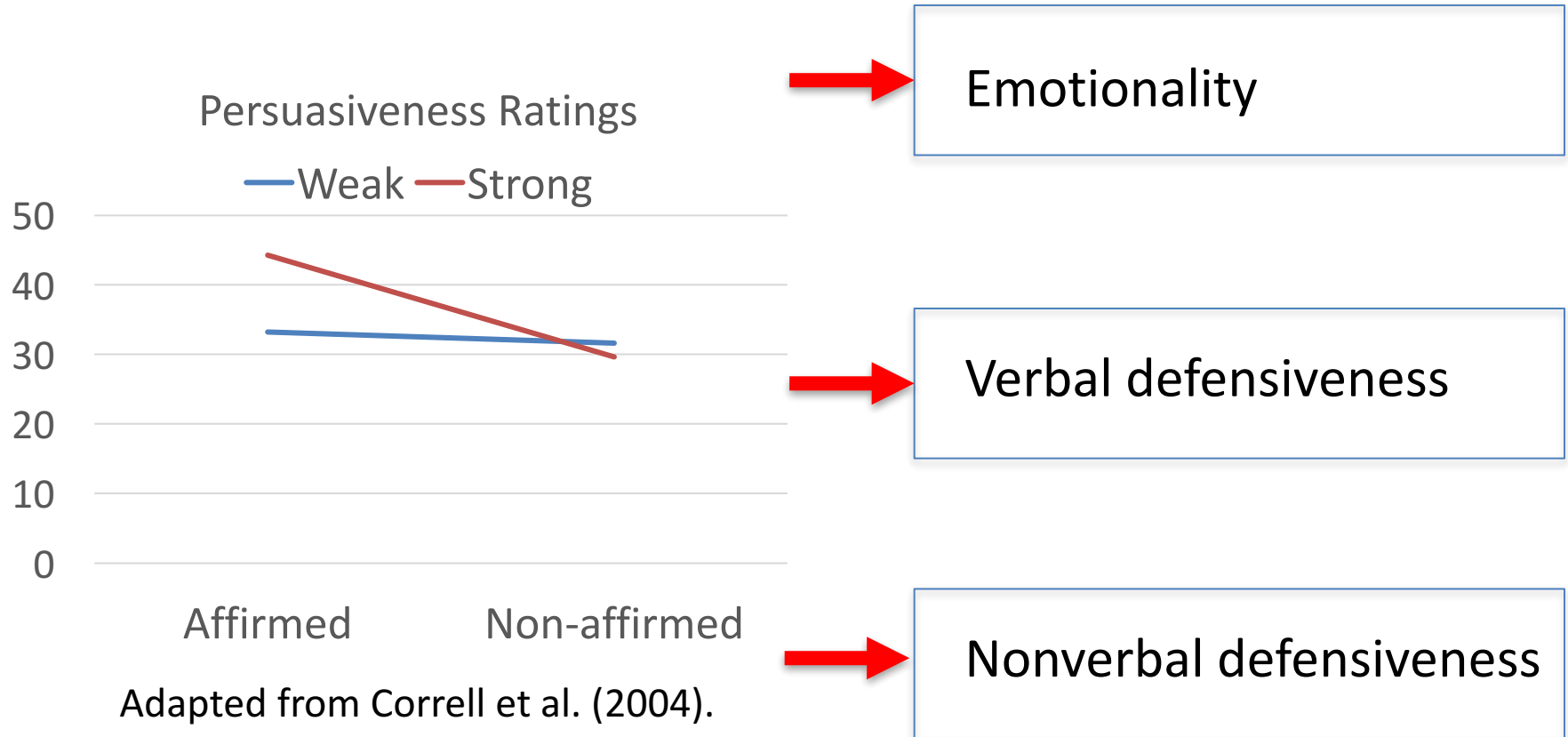
Persuasiveness Ratings



Adapted from Correll et al. (2004).

3. Current project

Do effects extend to actual debate?



3. Current project

Four dimensions of intellectual humility:

1. Independence of intellect and ego
2. Openness to revising one's viewpoint
3. Respect for others' viewpoints
4. Lack of intellectual overconfidence.

Krumrei-Mancuso, E. J., & Rouse, S. V. (2016). The development and validation of the comprehensive intellectual humility scale. *Journal of Personality Assessment, 98*(2), 209–221.

Four dimensions of intellectual humility:

1. Independence of intellect and ego
2. Openness to revising one's viewpoint
3. Respect for others' viewpoints
4. Lack of intellectual overconfidence.

Krumrei-Mancuso, E. J., & Rouse, S. V. (2016). The development and validation of the comprehensive intellectual humility scale. *Journal of Personality Assessment, 98*(2), 209–221.

Four dimensions of intellectual humility:

1. Independence of intellect and ego
2. Openness to revising one's viewpoint
3. Respect for others' viewpoints
4. Lack of intellectual overconfidence.

Krumrei-Mancuso, E. J., & Rouse, S. V. (2016). The development and validation of the comprehensive intellectual humility scale. *Journal of Personality Assessment, 98*(2), 209–221.

Thanks for listening

