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Theme: Measuring Value Orientations and Preferences in different Contexts

**Topic presented: Measuring organizational values with Schwartz's PVQ
- by the example of an university context.**

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Abstract

Over the past five years research partners Johann Bacher from Johannes Kepler University in Austria (JKU), Jacques de Wet from University of Cape Town in South Africa (UCT) and Daniela Wetzelhütter (from University of Applied Sciences Upper Austria) have focused their research on Schwartz's measurement of values, which is based on his Theory of Values. Schwartz's values indicators have been widely used in studies in Europe and across the globe (including Austria and South Africa). The research partners have critically engaged with Schwartz's theory and tested particular assumptions that inform his measurement of values. Thus far their research has aimed to improve the validity and reliability (i.e. the rigour) of the instruments that Schwartz and others use in the measurement of values.

In 2018 the research partners expanded the team to include Heinz Leitgöb from Catholic University Eichstätt in Germany and Chigozie Nnebedum from Godfrey Okoye University in Nigeria in order to undertake two new international studies with larger and more culturally diverse samples. The one new research project tests the universality of Schwartz's Theory of Values and the other measures the influence of universities on students' value priorities.

The projects overlap in that they are both based on Schwartz's Theory of Values, his Portrait Values Questionnaire, and share samples but in other respects (hypotheses, instruments, and techniques of analysis) they are different.

Building on Rokeach's theory of values, Schwartz developed his "Theory of Values". He designed the Portrait Values Questionnaire (PVQ) in order to measure human values. This instrument measures individual value orientations in terms of portraits of different people, based on a female and a male version of the questionnaire. For example, the first item in the female version of the questionnaire contains the following two statements: "Thinking up new ideas and being creative is important to her. She likes to do things in her own original way". These two statements describe a person who values Self-direction. The first statement

describes the importance of a valued goal to the person. The second statement describes the person's feelings about the goal.

The presentation proposes an attempt to apply the PVQ to measure organizational value orientations (PVQ-U) – more precisely for a university, as a very complex form of an organization. For this reason, the PVQ-21 was adapted stepwise. The changes are at a minimum level. Reassuring that the instrument works well, we tested it by a pilot study, doing cognitive and standardized pretest at the JKU in Austria. We tested it in a pilot study by doing cognitive and standardized pretest at the JKU in Austria. Afterwards, data collection took place in South Africa, Germany and Nigeria (Godfrey Okoye university). Based on the data collected, we tested reliability and validity of the measurement instrument. The results show that: internal consistence supports the PVQ-U. However, several items are problematic since they do not fully prove homogeneity and/or are not fully independent from personal values respectively. does not met criterion validity. Finally, the presentation points out the improvements made based on these results and introduces the final version of the PVQ-U.

The paper was presented as follows: i.) Points of departure; ii.) Theory and concepts; iii.) Research problem and hypotheses; iv.) Methodology and v.) Result.