**Twenty Item Values Inventory (TwIVI) & Ten Item Values Inventory (TIVI): Administration and Scoring Instructions**

The TwIVI and TIVI are 20- and 10-item measures of Schwartz’s ten personal values. They were adapted from Schwartz’s PVQ-40.

**Original Reference:**

Sandy, C. J., Gosling, S. D., Schwartz, S. H., & Koelkebeck, T. (2016). The development and validation of brief and ultra-brief measures of values. *Journal of Personality Assessment*.

**Abstract**

Values are a central personality construct and the importance of studying them has been well established. To encourage researchers to integrate measures of values into their studies, brief and ultrabrief instruments were developed to recapture the 10 values measured by the 40-item Portrait Values Questionnaire (PVQ; Schwartz, 2003). Rigorous psychometric procedures based on separate derivation (*N* = 38,049) and evaluation (*N* = 29,143) samples yielded 10- and 20-item measures of values, which proved to be successful at capturing the patterns and magnitude of correlations associated with the original PVQ. These instruments should be useful to researchers who would like to incorporate a values scale into their study but do not have the space to administer a longer measure.

**Administration**

The TwIVI and TIVI are composed of short verbal portraits of individuals. It is the job of the respondent to rate on a scale from 1 (“not at all like me”) to 6 (“very much like me”) how similar or dissimilar they are to the person being protrayed.

For example,

“She likes to take risks. She is always looking for adventures.”

We recommend creating a branching logic at the beginning of the survey so that participants may be presented with their preferred pronouns (e.g., he, she, they).

**Scoring**

There is no reverse scoring. For each value, take the average of the items. For the TIVI, there is only one item per value.

TwIVI

Conformity: 1, 11; Tradition: 2, 12; Benevolence: 3, 13; Universalism: 4, 14; Self-Direction: 5, 15; Stimulation: 6, 16; Hedonism: 7, 17; Achievement: 8, 18; Power: 9, 19; Security: 10, 20.

TIVI

Conformity: 1, Tradition: 2, Benevolence: 3, Universalism: 4, Self-Direction: 5, Stimulation: 6, Hedonism: 7, Achievement: 8, Power: 9, Security: 10.

**Data Analysis**

People systematically differ in their ratings of value importance. Some people rate only a few values highly, others rate most values highly, and some sit in the middle. It is critical to control for these differences in order to retain accuracy of the values measurement when comparing individuals or groups (Schwartz, 2004). Values *priorities* (or the relevant tradeoff between values) have a strong effect on behavior and attitudes and must therefore be captured accurately.

Researchers may use one of two approaches to control for response differences.

1. *Covariate Analysis*. Treat each individual’s mean response to all items as a covariate in your analyses (Schwartz, 1992). This technique partials out the effect of individual differences in mean response level while leaving the distribution of responses within individuals unchanged.
2. *Mean Center*. Center each individual’s responses around his or her mean response to all 20 (TwIVI) or 10 (TIVI) items.

**References**

Schwartz, S. H. (1992). Universals in the content and structure of values: Theoretical advantages and empirical tests in 20 countries. In M. P. Zanna (Ed.), *Advances in experimental and social psychology* (Vol. 25, pp. 1–65). New York, NY: Academic Press.

Schwartz, S. H. (2003). A proposal for measuring value orientations across nations. In *Questionnaire development report of the European Social Survey* (pp. 259–319).

Schwartz, S. (2004). Evaluating the structure of human values with confirmatory factor analysis. *Journal of Research in Personality*, *38*, 230–255.

TwIVI: Twenty Item Values Inventory

Here we briefly describe some people. Please read each description and think about how much each person is or is not like you. Using a 6-point scale from “not like me at all” to “very much like me,” choose how similar the person is to you.

6 5 4 3 2 1

very much like me somewhat a little not like not like me

like me like me like me me at all

**HOW MUCH LIKE YOU IS THIS PERSON?**

\_\_\_\_\_ 1. S/he believes s/he should always show respect to his/her parents and to older people. It is important to him/her to be obedient

\_\_\_\_\_ 2. Religious belief is important to him/her. S/he tries hard to do what his religion requires.

\_\_\_\_\_ 3. It's very important to him/her to help the people around him/her. S/he wants to care for their well-being.

\_\_\_\_\_ 4. S/he thinks it is important that every person in the world be treated equally. S/he believes everyone should have equal opportunities in life.

\_\_\_\_\_ 5. S/he thinks it's important to be interested in things. S/he likes to be curious and to try to understand all sorts of things.

\_\_\_\_\_ 6. S/he likes to take risks. S/he is always looking for adventures.

\_\_\_\_\_ 7. S/he seeks every chance he can to have fun. It is important to him/her to do things that give him/her pleasure.

\_\_\_\_\_ 8. Getting ahead in life is important to him/her. S/he strives to do better than others.

\_\_\_\_\_ 9. S/he always wants to be the one who makes the decisions. S/he likes to be the leader.

\_\_\_\_\_ 10. It is important to him/her that things be organized and clean. S/he really does not like things to be a mess.

\_\_\_\_\_ 11. It is important to him/her to always behave properly. S/he wants to avoid doing anything people would say is wrong.

\_\_\_\_\_ 12. S/he thinks it is best to do things in traditional ways. It is important to him/her to keep up the customs s/he has learned.

\_\_\_\_\_ 13. It is important to him/her to respond to the needs of others. S/he tries to support those s/he knows.

\_\_\_\_\_ 14. S/he believes all the worlds' people should live in harmony. Promoting peace among all groups in the world is important to him/her.

\_\_\_\_\_ 15. Thinking up new ideas and being creative is important to him/her. S/he likes to do things in his/her own original way.

\_\_\_\_\_ 16. S/he thinks it is important to do lots of different things in life. S/he always looks for new things to try.

\_\_\_\_\_ 17. S/he really wants to enjoy life. Having a good time is very important to him/her.

\_\_\_\_\_ 18. Being very successful is important to him/her. S/he likes to impress other people.

\_\_\_\_\_ 19. It is important to him/her to be in charge and tell others what to do. S/he wants people to do what s/he says.

\_\_\_\_\_ 20. Having a stable government is important to him/her. S/he is concerned that the social order be protected.

Thank you for your cooperation!

TwIVI scale scoring: Conformity: 1, 11; Tradition: 2, 12; Benevolence: 3, 13; Universalism: 4, 14; Self-Direction: 5, 15; Stimulation: 6, 16; Hedonism: 7, 17; Achievement: 8, 18; Power: 9, 19; Security: 10, 20.

TIVI: Ten Item Values Inventory

Here we briefly describe some people. Please read each description and think about how much each person is or is not like you. Using a 6-point scale from “not like me at all” to “very much like me,” choose how similar the person is to you.

6 5 4 3 2 1

very much like me somewhat a little not like not like me

like me like me like me me at all

**HOW MUCH LIKE YOU IS THIS PERSON?**

\_\_\_\_\_ 1. S/he believes s/he should always show respect to his/her parents and to older people. It is important to him/her to be obedient.

\_\_\_\_\_ 2. Religious belief is important to him/her. S/he tries hard to do what his/her religion requires.

\_\_\_\_\_ 3. It's very important to him/her to help the people around him/her. S/he wants to care for their well-being.

\_\_\_\_\_ 4. S/he thinks it is important that every person in the world be treated equally. S/he believes everyone should have equal opportunities in life.

\_\_\_\_\_ 5. S/he thinks it's important to be interested in things. S/he likes to be curious and to try to understand all sorts of things.

\_\_\_\_\_ 6. S/he likes to take risks. S/he is always looking for adventures.

\_\_\_\_\_ 7. S/he seeks every chance s/he can to have fun. It is important to him/her to do things that give him/her pleasure.

\_\_\_\_\_ 8. Being very successful is important to him/her. S/he likes to impress other people.

\_\_\_\_\_ 9. It is important to him/her to be in charge and tell others what to do. S/he wants people to do what s/he says.

\_\_\_\_\_ 10. It is important to him/her that things be organized and clean. S/he really does not like things to be a mess.

Thank you for your cooperation!

TIVI scale scoring: Conformity: 1, Tradition: 2, Benevolence: 3, Universalism: 4, Self-Direction: 5, Stimulation: 6, Hedonism: 7, Achievement: 8, Power: 9, Security: 10.