

## Candidates' Values Matter

[www.visualvalues.us](http://www.visualvalues.us)

Basic Human Values:

### Wisdom

Judgment, Courage, Decisive, Perspective, Experience

### Integrity

Honesty, Truth, Trust

### Energy

Ambition, Conscientiousness, Tireless, Achievement

### Inspiration

Communicative, Friendly, Empowering, Cooperative

### Fearful

Fear, Stability, Safety, Low risk, Paranoia

### Conformity

Customs, Social mores, Religion, Don't 'Rock the Boat'

### Arrogance

Poor listener, Opinionated, Unrealistic, Aloof

### Materialism

Pleasure, Hedonistic, Narcissistic, Needs high income

### Power

Dominant, Authoritarian, Must be in control

### Humanism

Social Choice, Justice, Compassion, Equality, Tolerance

### Curiosity

Learning, Education, Creative, Objective, Open

### Emotional Stability

Reasonable, Rational, Courageous, Stable, Balanced

#### An Ideal Candidate?



#### Pretty Bad One?



The Visual Values Project is a non-partisan, non-profit effort to consider the basic Values of candidates in the 2012 state and national elections. The project uses modern text and video analysis tools to provide a visual pattern reflecting the values of individual candidates. Participate at:

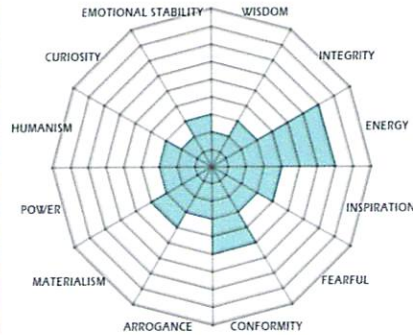
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## 'Seeing' Values

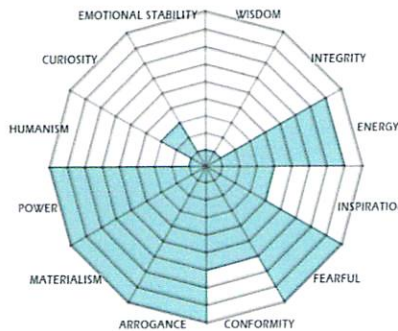
Using a 'Rose' Plot



Estimate the Value on a 1 – 9 scale for each of the 12 Values.

← Here's the plot for an eager but clueless candidate!

Who might this be? →



Someone You Know?



Would Like to Know?



Your turn! Use the worksheets on the table or go on-line to [www.visualvalues.us](http://www.visualvalues.us)

Volunteers and interns needed!  
Your Country needs You!



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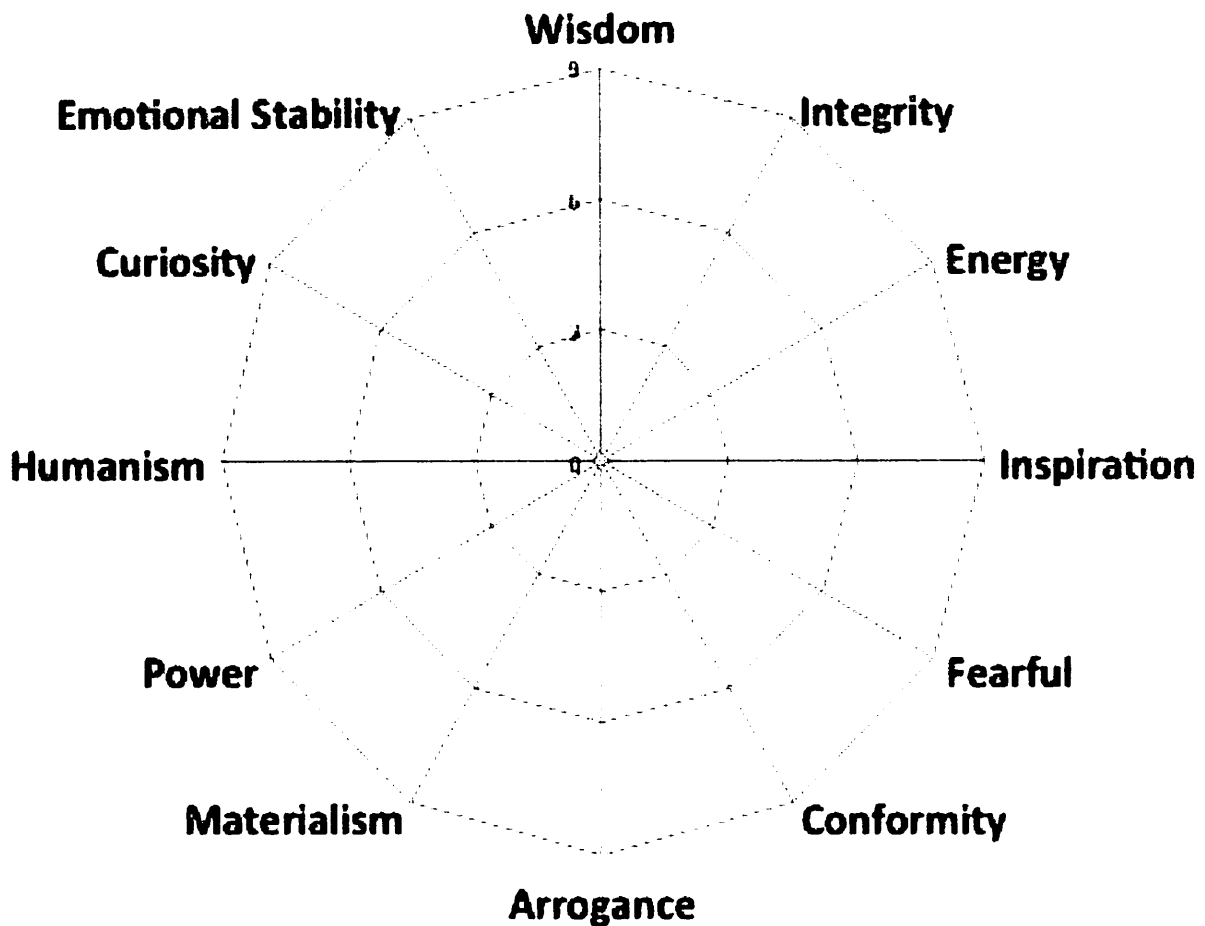
# Visual Values Worksheet

Radar Plot Version

[www.visualvalues.us](http://www.visualvalues.us)

Select your example or candidate. Mark an X on each Values axis; use a 1 – 9 scale for your estimates. See the posters for more information and guidance.

Chart Title or Subject: \_\_\_\_\_



Give your name and email address if you'd like more information:  
Questions?