

**Visual Values Project** (contents of [www.visualvalues.us](http://www.visualvalues.us) (an inactive site))

## **Welcome**

Visual Values provides a modern visualization approach to the basic Values of current political candidates. Visitors can consider up to 12 fundamental, universal values, estimate each on a 1 – 9 scale, and look at the 12 Value pattern which is presented. Your perception of the Values of others relates closely to your own values and to what you know (and don't know) about the candidates. Have fun.

## **About Visual Values Project, 2011-2012**

Visual Values was developed by a small group who feel there is an urgent need for voters to identify and estimate the Values, Traits, and Qualities of candidates for political office – their overall character and style. So we did our homework and research; came up with an easy way to estimate Values, Traits, and Qualities; and implemented a cool way to visualize those Factors and estimates to help you be more aware, informed, responsible voters.

We are unaffiliated, unaligned, unincorporated, and unfunded - non-partisan and non-profit (and choose to keep it that way) – just citizen volunteers interested in a more involved and informed electorate and political process.

This site is intended for use by voters preparing for the 2012 elections.

Current information on major races and candidates for all 50 states is available at:

[www.politics1.com/states.htm](http://www.politics1.com/states.htm)

[www.votelQ.com](http://www.votelQ.com) and at many other sites.

Although this site does not cover state legislative districts or races, we do encourage residents to consider running for their local state House or Senate and for other local elected office.

Joseph Andrade, PhD., project leader, a resident of Salt Lake City and an engineering professor at the University of Utah; [www.joeandrade.org](http://www.joeandrade.org) ;

Brad Buccambuso, a recent Psychology graduate from Utah State University and a resident of Logan, Utah;

Jacob Hanson, a recent Bioengineering graduate from the University of Utah and resident of Salt Lake City.

Kay Denton, Ph.D., sociologist and resident of Salt Lake City.

Steven McQuinn, a creator of stereo 3D video for informal science education with a BA from UC Berkeley in geophysics.

## **The Values**

Values refers to a set of principles and attitudes which form the foundation for ethical, moral, social, and aesthetic behavior.

We have coalesced basic human values, psychological traits, and other qualities considered important for an effective political leader into 12 general Values, which incorporate the 10 well established international values, the five major psychological traits (the Big Five), and additional Qualities considered important. Further details are at the end of this section.

Here are the 12 basic and comprehensive 'Values':

Wisdom relates to Judgment, Courage, Experience, Balance, Perspective, Decision-making

Integrity relates to Honesty, Trust, Truthfulness

Energy relates to Ambition, Conscientiousness, Self-direction, Achievement, Persistence, Tireless

Inspiration relates to Open, Great Communicator, Charismatic, Friendly, Empowering, Cooperative, Interesting

Fearful relates to Safety, Low risk, need for Security, Paranoia

Conformity relates to Custom, Social expectation, Religion, Don't 'Rock the Boat'

Arrogance relates to Poor listener, Opinionated, Unrealistic, Aloof

Materialism relates to Pleasure, Hedonism, Narcissism, Materialism

Power relates to Dominance, Authoritarian, Must be in control

Humanism relates to Social Choice, Justice, Compassion, Equality, Tolerance

Curiosity relates to Learning, Education, Interested, Creative, Objective, Open

Emotional Stability relates to Reasonableness, Rational, Stable, Balanced, in Control

Each Value is estimated individually and independently of all others using a 1-9 metric; see The Process for our Estimation Process. The 'data' are then plotted via a 12 axes 'Rose Plot', with the 12 Values arranged clockwise. The 7 Values normally associated with more positive or

preferred leaders are in the upper half of the plot, while the 5 often considered more negative are in the lower half.

We originally provided sample Values Plots for many candidates - examples of personal perceptions. They are there to help generate questions and discussion. Your own values estimates are what counts - they are what will be with you in the voting booth. Download and print a worksheet for your next political discussion! - go to

[www.icurious.org](http://www.icurious.org) and click Visual Values

Site registrants can create Values Charts for their 'Ideal Candidate' and overlay it with the charts prepared for actual candidates.

More information on Values, etc.:

The basic, foundation values are based on the work of Rokeach, Schwartz and Caprara:

Schwartz, S. H. 'Basic Human Values: An Overview,' 2006; available at:

<http://segr-did2.fmag.unict.it/Allegati/convegno 7-8-10-05/Schwartzpaper.pdf>

Rokeach, M., Nature of Human Values, 1973

Caprara, C.V., et al. 'Personality and Politics,' Political Psychology 27 (2006) 1; see: <http://www.jstor.org/pss/3792381>)

The basic psychological Traits are based on the so-called 'Big Five' and as used by Caprara.

Qualities are based on our wide reading and consideration of other factors important to effective political action and leadership, including Education (Perry, WG, Forms of Intellectual and Ethical Development in the College Years: A Scheme, Jossey-Bass, 1998.)

## **The Issues**

Political candidates are generally evaluated or assessed on the basis of their stands or positions on specific 'issues'. Visual Values has chosen to NOT deal with specific issues. Candidates include their key issues on their own sites and often present issue-specific speeches, depending on the audience and environment. There are many web sites where issues and candidates are listed, including:

[www.procon.org](http://www.procon.org)      [www.ontheissues.org](http://www.ontheissues.org)      [www.lwv.org](http://www.lwv.org)

[www.ucsusa.org](http://www.ucsusa.org)      [www.citizen.org](http://www.citizen.org)      [www.votesmart.org](http://www.votesmart.org)

'Life, Liberty, and the Pursuit of Happiness' says the Preamble to our Declaration of Independence.

Life refers to food, air, water, shelter;

Liberty refers to freedom, safety, defense;

Pursuit of Happiness refers to personal development, education, art, family.

Our issues and problems stem from the need to address and balance these factors. The issues are inter-connected and inter-related. Issues are key parts of the complex structure and system we call Society. We have difficulty in addressing problems in a connected, holistic way, so we try to separate, reduce, 'simplify', compartmentalize. It is said that 'Society has problems, but Universities and Governments have departments!'

The 'importance' of an issue to a candidate or to her constituents is usually time and place dependent. We are all 'myopic'. If the audience is senior citizens, then we focus on Health Care, Medicare, Social Security, etc.; if the audience is the middle class, we focus on jobs, taxes, energy costs; etc. But we all know (deep down inside) that it's all connected – it's all important.

Since we seem to have so little leadership, and even less wisdom, let's step up and ask a few really key questions:

How can our economic system encourage and reward work, investment, invention, and creativity? What's a reasonable minimum or living wage? What's a reasonable maximum wage? What's a reasonable salary inequity ratio?

How much health do we want? Need? What is the individual's responsibility? Society's responsibility? How old do we want to live?

How much education do we want? Need? What is the individual's responsibility? Society's responsibility?

How much safety and security do we want? Need? What is the individual's responsibility? Society's responsibility? Should we have a professional military? Should we re-institute the 'draft'?

How much freedom and liberty do we want? Need? What is the individual's responsibility? Society's responsibility?

What is our responsibility to other people and to future people? Are there planetary and environmental needs and concerns? What is the individual's responsibility? Society's responsibility?

What is our commitment to Democracy – to our current system of government? What is the individual's duty and responsibility? What is the role and duty of their elected representatives? Should those who do not vote have any voice?

Here are 12 generic 'Issues' which cover and cut across those questions. Within each issue is a variety of sub-issues which political parties and candidates address and consider.

Economy– Jobs, Trade, Globalization, Salary Inequity, Collective Bargaining, Taxes, Debt

Education– Mothers, Fathers, Teachers, Pre-school, K-12, Higher Education, Private, Public, Home, Standards

Energy– CO2, Fossil Fuels, Energy Independence, Renewable Energy, Climate Disruption, Incentives, Efficiency

Environment– Air, Water, Land Quality and Pollution; Climate Disruption, Biodiversity.

Finance– Stocks and Market, Bonds, Funds, Off-shore Issues, Corporation Rights, Taxes, Plutocracy Concerns.

Health– Prevention, Healthy Living, Health Care, ObamaCare, MediCare, Medicaid, Veterans' Health.

Human Rights– Women's Rights, Minority Rights, Lifestyle Rights, Bill of Rights, Children's Rights

Immigration – Legality, Visa, Citizenship, Work Permits, Emigration.

Infrastructure– Transportation, Buildings and Housing, Ports and Airports, Natural Disaster Planning.

International Relations– Treaties, Diplomacy, War, United Nations, International Aid, International Students and Visitors.

Security– Terrorism, Homeland Security, Crime, Drugs, Prisons, Incarceration, Justice System.

Social Justice – 'Life, Liberty, Pursuit of Happiness', Social Choice, Salary Inequity, Living Wage, Social Security, Retirement

The VALUES we have identified form the foundation upon which a candidate (and a voter) will address issue-related questions and the issues themselves.

As you consider your candidate's Values profile – and your own – think as to how those Values will influence your views – and your candidates' positions - on the issues. Do go to some of the issues-focused sites and use their tools to assess your - and your candidates' - positions on specific issues.

Thanks for being a responsible citizen.

## **The Process**

Become familiar with the VALUE Questions and Examples, and consider how you might estimate (using a 1 - 9 scale, with 1 being very low and 9 being very high) the Values of candidates or current elected officials.

## Wisdom

Is wise, mature, and reasonable.

Has excellent judgment and perspective.

Is courageous.

Has experience and a strong foundation.

Is constantly seeking information and perspective.

Can deal with uncertainty.

Examples: Nelson Mandela 8, Gandhi 8, Desmond Tutu 8

## Integrity

Is Honest and Trustworthy

Tells the Truth

Is Consistent and Courageous

Examples: Jimmy Carter 8; Richard Nixon 2

## Energy

Is energetic, vigorous, ambitious.

Is talkative, friendly, sociable.

Is action and activity oriented; self-directed.

Is tireless, persistent and conscientious.

Is persuasive.

Examples: Obama 7, Bill Clinton 7

## Inspiration

Is inspiring, charismatic, and motivates people.

Is open, curious, creative.

Likes challenges, excitement; self-directed.

Is a great writer and/or speaker.

Is optimistic and positive; can deal with risk.

Is understanding, sensitive, empathetic, friendly.

Examples: Churchill 9, Obama 7, Martin Luther King, Jr. 8, da Vinci 8

## Fearful

Does not like risk.

Very concerned with security and safety.

Fearful in many situations, perhaps paranoid.

Likes stability.

Is uncomfortable with change.

Examples: George Bush 8; Churchill 2; Teddy Roosevelt 1

## Conformity

Does not like to challenge 'standard' socio-political issues.

Dresses 'properly'; likes social customs, traditions.

Does what he's told – does his 'job'.

Believes in legal actions at all times.

Goes 'by the book'; doesn't 'rock the boat'.

Is religious.

Examples:

## Arrogance

Is very opinionated; arrogant.

Likes to talk but doesn't listen.

Is authoritarian.

Can be unrealistic, even arrogant.

Not humble, aloof.

Examples: Orrin Hatch 8, Glenn Beck 8, Rush Limbaugh 9, Hitler 9

### Materialism

Likes rewards and recognition.

Likes vacations and gifts.

Likes personal comfort.

Tends to be materialistic, perhaps selfish – likes things and stuff.

Hedonistic, narcissistic, likes pleasure.

Examples: Hugh Hefner 9, Madonna 7, Paris Hilton 8

### Power

Wants to be in charge, dominant.

Likes things done his/her way.

Likes to direct and lead.

Is very authoritarian.

Is very competitive, confident.

Examples: Obama 6, Hillary Clinton 7; Margaret Thatcher 8, Hitler 9

### Humanism

Interested in all peoples.

Wants justice for all.

Concerned for the weak and the poor; compassionate.

Concerned for environment and Planet.

Very tolerant.

Examples: Gandhi 9, Jimmy Carter 8, Edward Kennedy 7, Martin Luther King, Jr. 9

### Curiosity

Is objective and rational.

Is curious and creative.

Is always learning, studying; does her 'homework'.

Comfortable with questions and challenges

Has an undergraduate degree or the 'equivalent'.

Examples: John Dewey 8, da Vinci 9 (but no degree!), Obama 8

#### Emotional Stability

Is stable, rational, calm, balanced.

Not moody, irritable or unduly emotional.

Can control his/her anger, temper, and emotion.

Does not make you feel uncomfortable.

Examples: Nixon 2, Franklin D Roosevelt 8, Truman 8, Stalin 1