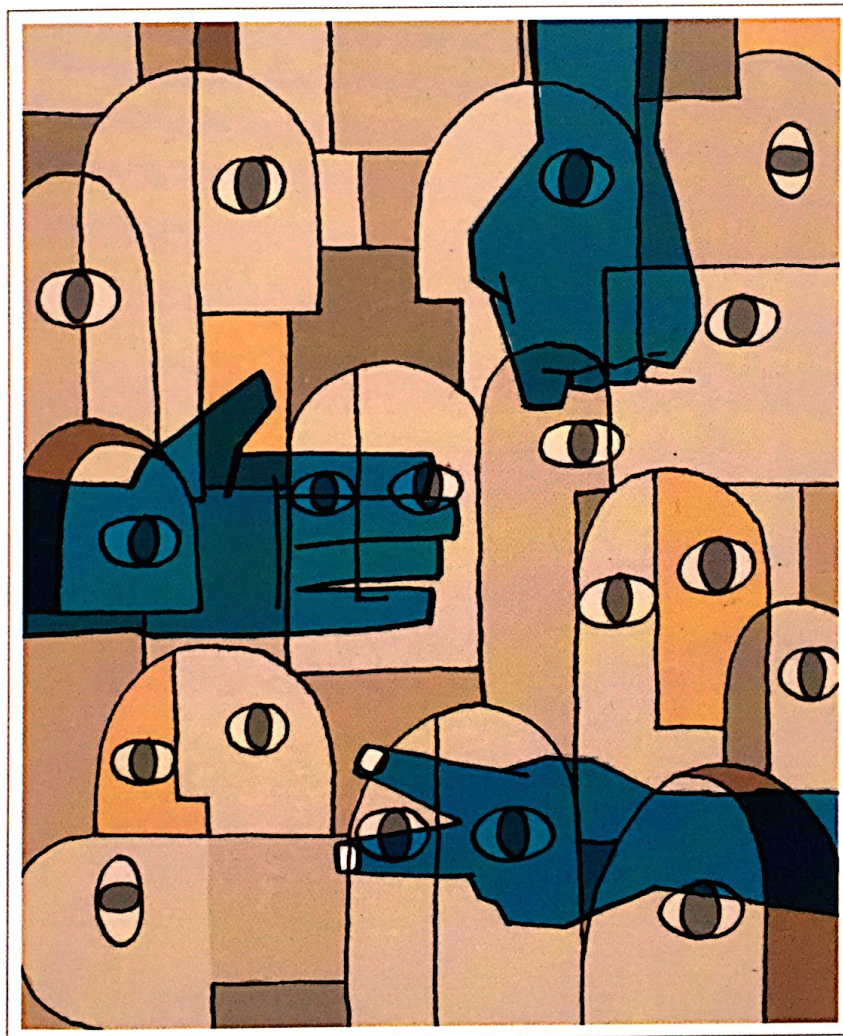


A WORLD OF THREE CULTURES

Honor, Achievement and Joy



MIGUEL E. BASÁÑEZ

WITH FOREWORD BY RONALD F. INGLEHART

Fletcher School, University of Tufts / m.basanez@tufts.edu / mbasanez@gmail.com

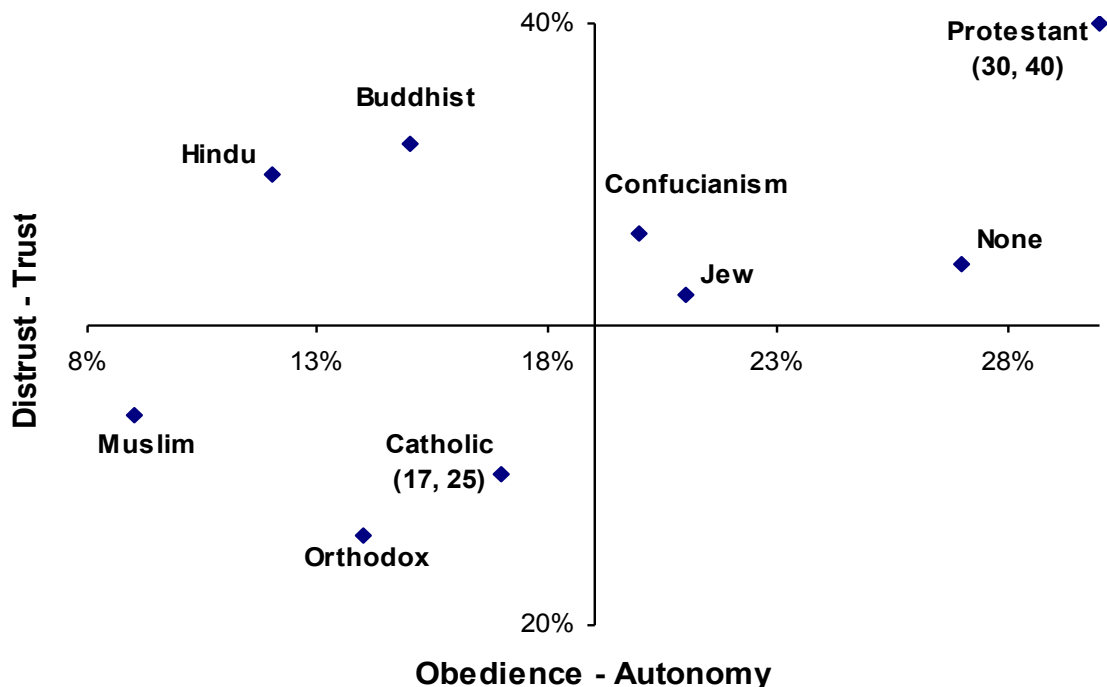
Values, Cultures and Behavior: (the study of human values) 1980 - 2015

1980 - Hofstede, *Cultural Consequences*: 4 axes

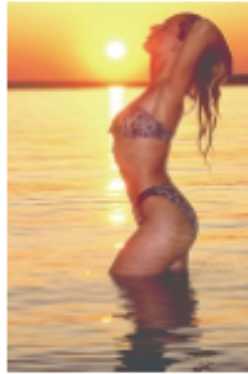
- 1 - individualism - collectivism
- 2 - power distance
- 3 - uncertainty avoidance
- 4 - masculinity - femininity

1986 - Basáñez, *Trust-Work-Autonomy*: 3 axes

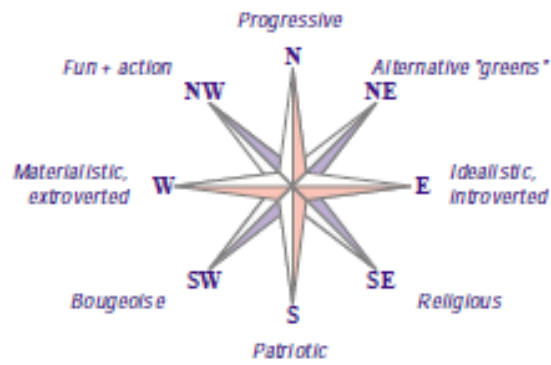
1993 - Basáñez, *Cultural Map, Religions*: 2 axes



1987 - Schwartz, *Psychological Structure: 4 axes*

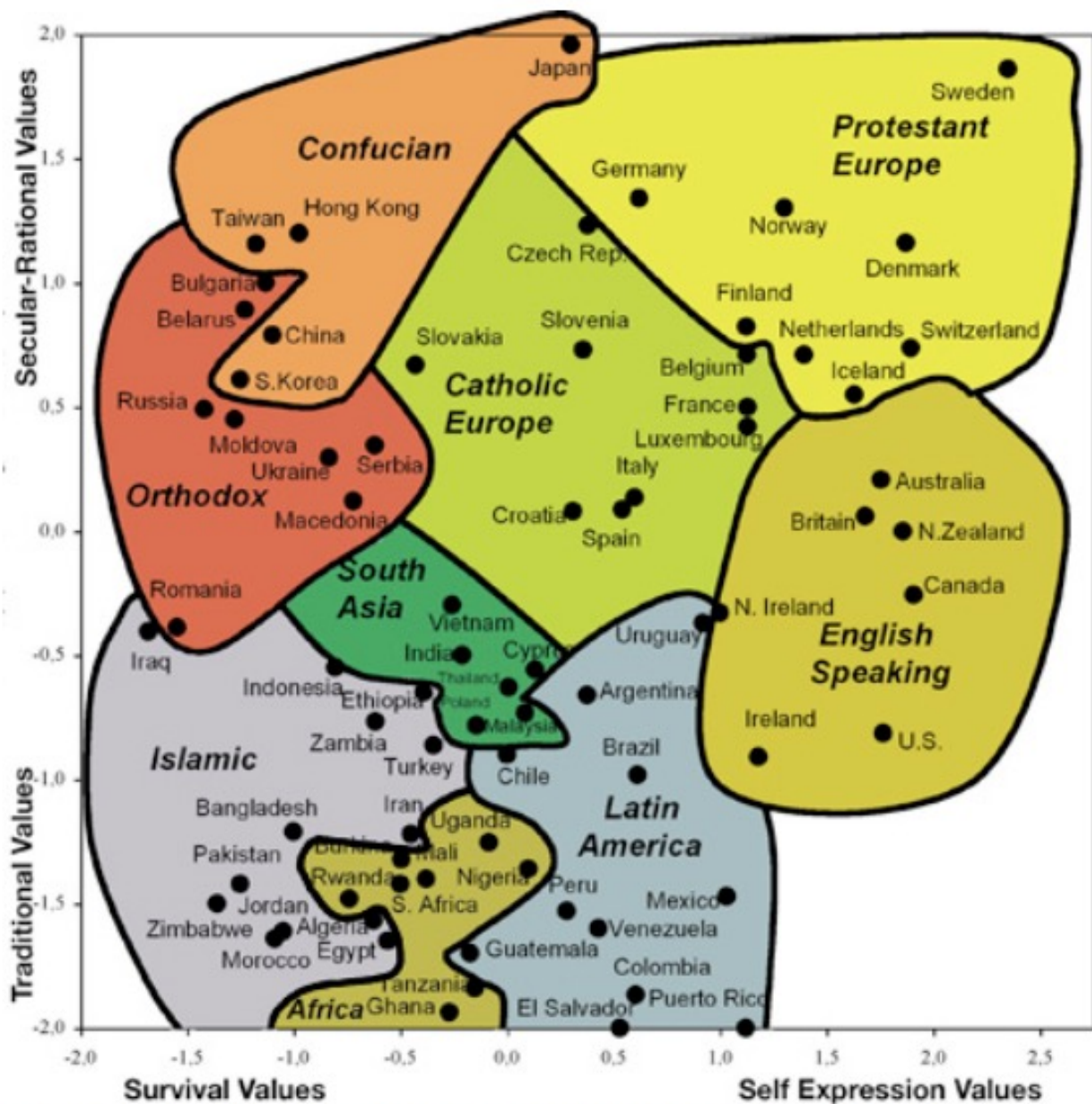


Compass rose



1997 - Inglehart, Cultural Map: 2 axes

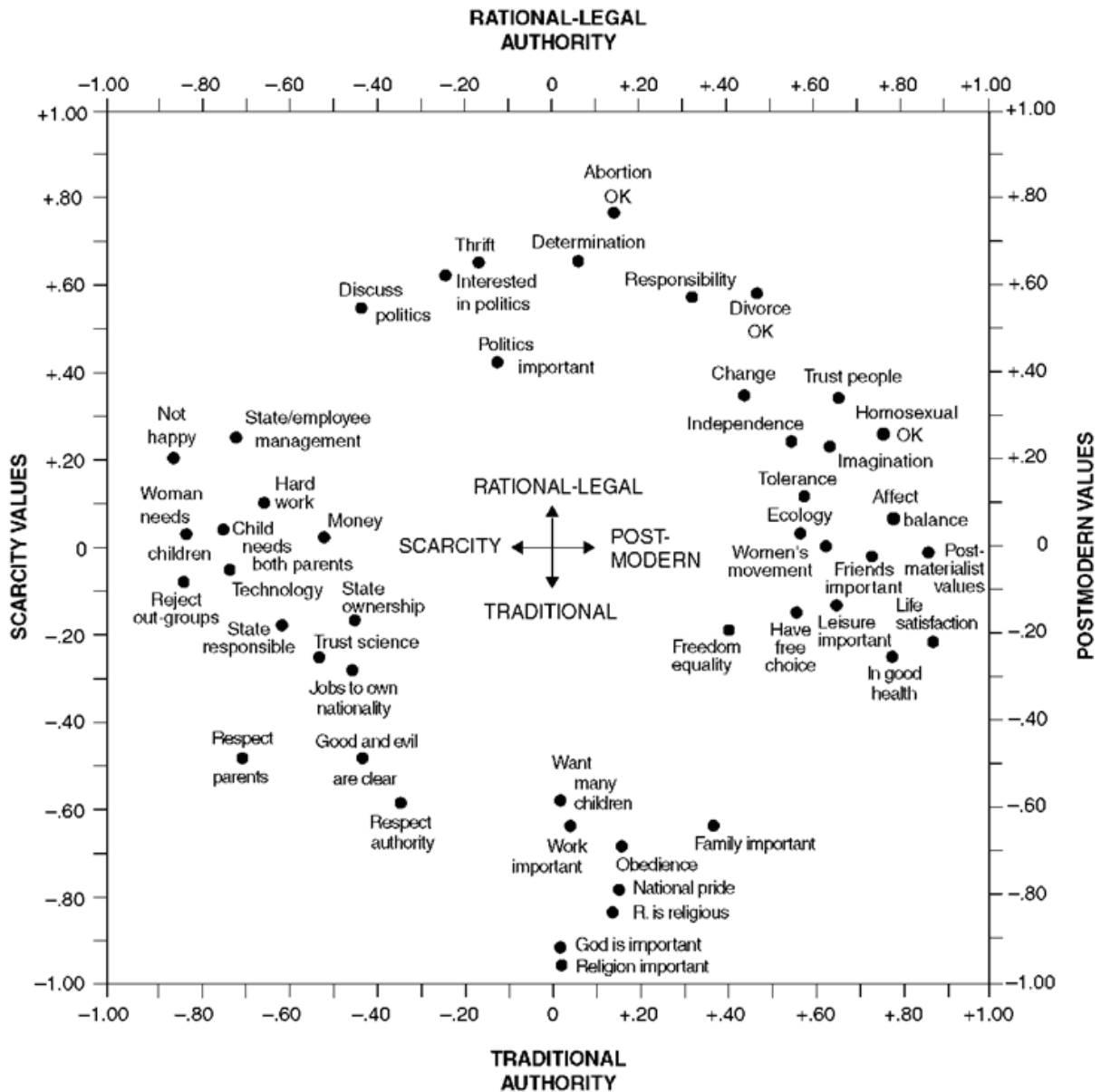
Religions



Source: Ronald Inglehart and Christian Welzel, "Changing Mass Priorities: The Link Between Modernization and Democracy." Perspectives on Politics June 2010 (vol 8, No. 2) page 554.

1997 - Inglehart, Cultural Map: 2 axes

Values



2000 – Inglehart, Cultural Map: 2 axes

Change by Age

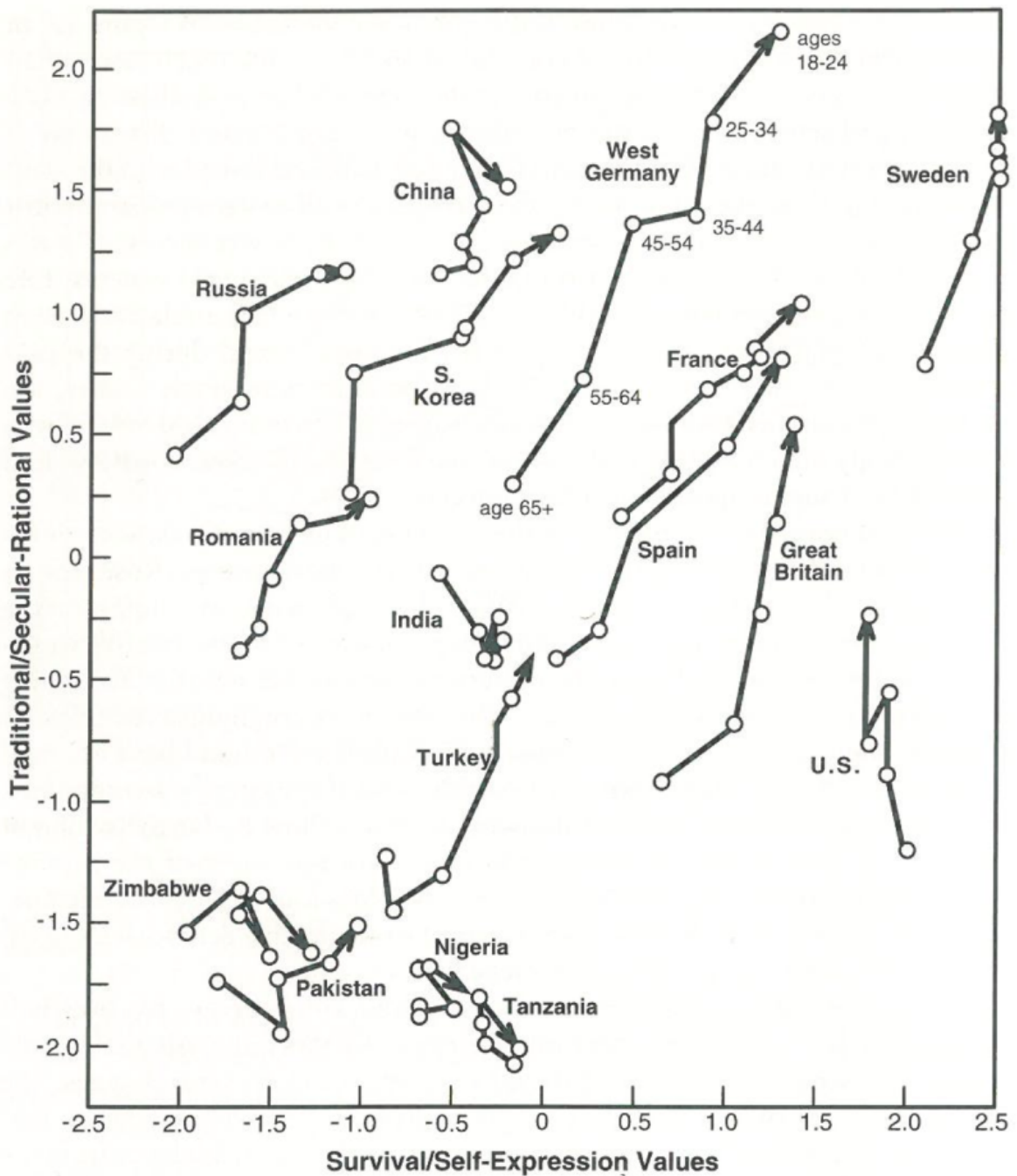
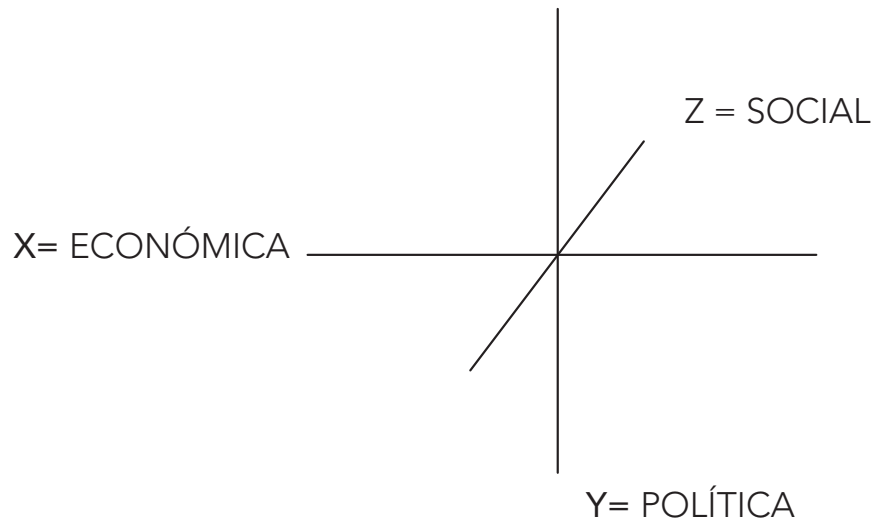
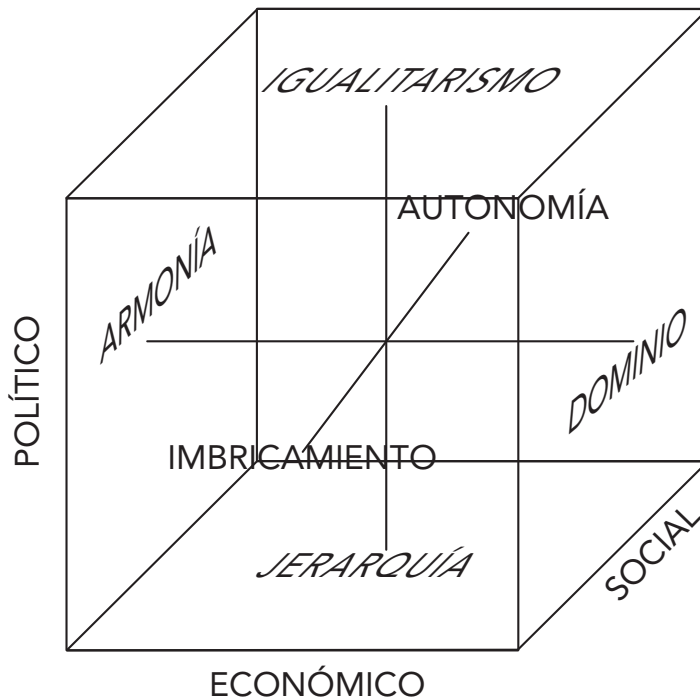


FIGURE 4.7. Generational differences on cultural map. Each arrow runs from oldest to youngest age group.

2015 - Basáñez, *Axiological Cube: 3 axes* *Trust – Work– Debate*



Axiological Cube: Six Walls (Schwartz terminology)



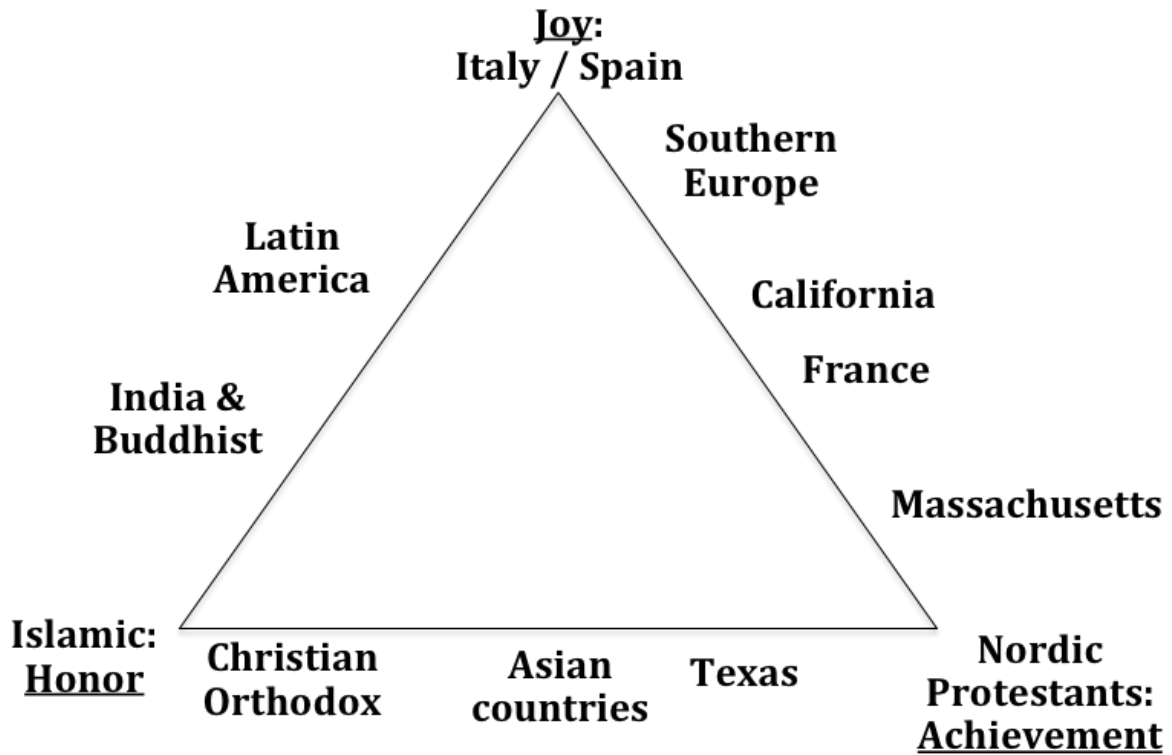
35 years of Cultural Axiology's development

- 1980 - Geert Hofstede, *Cultural Consequences*: 4 axes
- 1986 - Basáñez, *Trust-Work-Autonomy*: 3 axes
- 1987 - Schwartz, *Psychological Structure*: 4 axes
- 1993 - Basáñez, *Cultural Map (Religions)*: 2 axes
- 1994 - Schwartz, *cultural dimensions*: 3 axes
- 1997 - Inglehart, *Cultural Map (Religions)*: 2 axes
- 2000 - Inglehart, *Cultural Map (Change)*: 2 axes
- 2015 - Basáñez, *Axiological Cube (Trust-Work-Autonomy)*: 3 axes

Hofstede, Basáñez, Inglehart, y Schwartz

Dimensions	Economic	Political	Social
Hofstede 1980	Masculinity vs. Femininity	Power Distance	Individualism vs. Collectivism
	Uncertainty Avoidance		
Basáñez 1986	Hard-work: prize vs. punishment	Autonomy vs. Obedience	Trust vs. Distrust
Schwartz 1994	Harmony vs. Mastery	Egalitarianism vs. Hierarchy	Autonomy vs. Embeddedness
Inglehart 1997	Survival vs. Self Expression	Secular-traditional	Survival vs. Self Expression

Three Cultures: Summary



A Summary of the Three Cultures

	HONOR	JOY	ACHIEVEMENT
DRIVERS	THE STATE (POLITICAL)	THE FAMILY (SOCIAL)	THE MARKET (ECONOMIC)
PERIOD	HISTORIC	POST WW2	INDUSTRIAL REVOLUTION
PRIORITIES	DOMINANCE Tradition	HUMAN RELATIONS Well-being	WEALTH Efficiency, Punctuality
PREVALENT	ANCIENT EMPIRES	CATHOLIC (& Buddhist Countries)	MODERN EMPIRES