

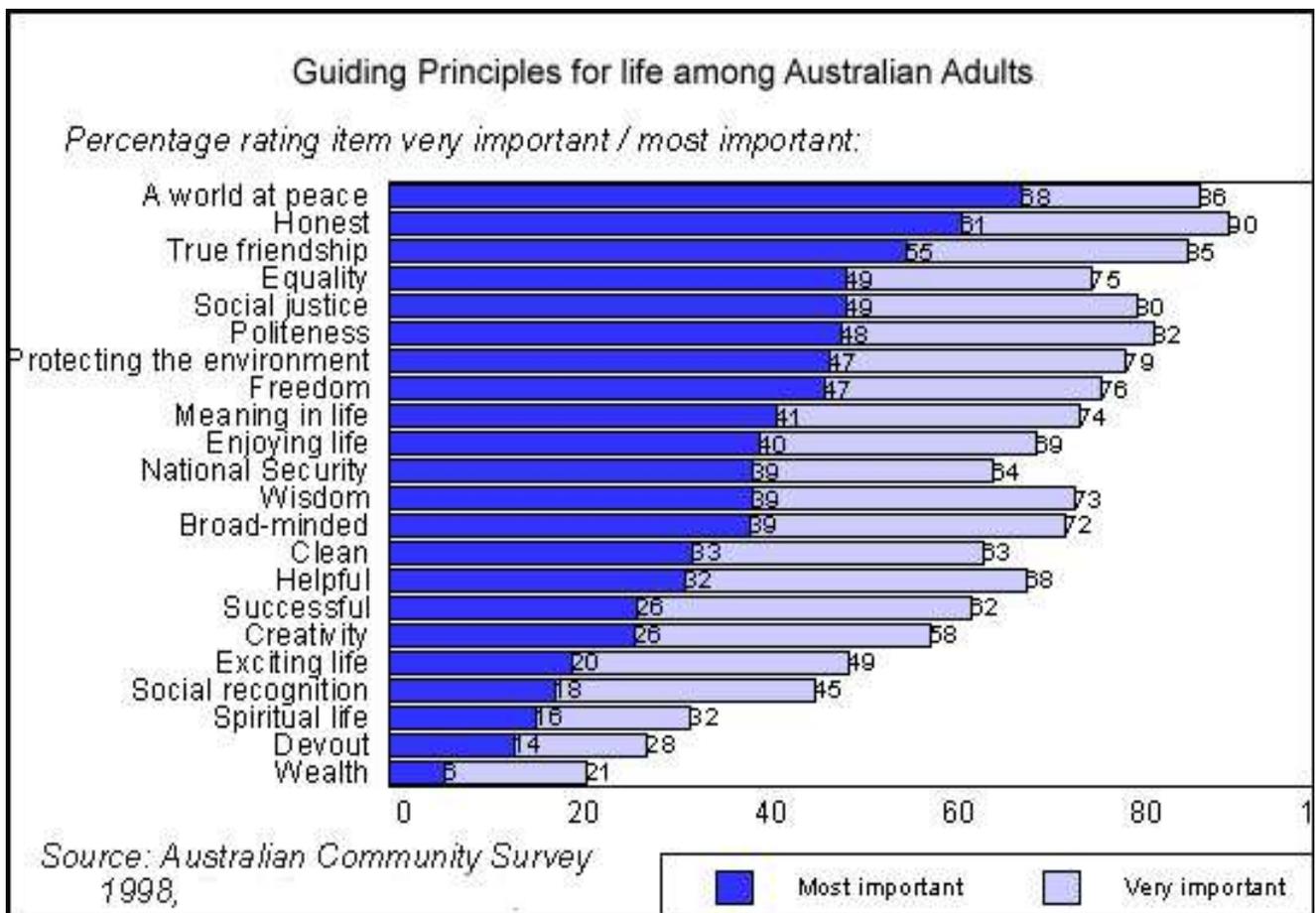
COMMUNITY VALUES

Although values are individual and personal most societies develop a set of collective (or community) values

- *important and enduring beliefs or ideals shared by members of a culture about what is good or desirable and what is not.*

The graph below shows the results of a study of Australian identity and values from the Australian Community Survey (ACS) which surveyed 8,500 people from diverse regions across Australia. (www.ncls.org.au)

"If you want to understand how Australians think and act, you need to understand their value orientations," Hughes, a senior researcher with the Australian Community Survey project. "We find that value orientations relate to a wide range of attitudes and behaviours, such as voting behaviour, involvement in voluntary activities, as well as in



attitudes to such issues as injustice in society and family structure"

Questions for discussion

1. Are there any surprises?
2. What, if anything is missing?
3. What differences do you think might be shown if it was a survey of Scottish values?

NOTES

