

Social Values

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Below is a list of common social values. The right hand column lists values which are the obverse of those listed in the left side. It will be helpful if you would periodically examine this list to see which values are being: argued over, fought for/against, prioritized, heightened/ diminished, and/or subsumed/deified by you, friends, the media, and others with whom you interact..

Values are typically the underpinnings of claims and assertions even though they are seldom directly and overtly mentioned. Sometimes it takes a little effort to discern which values are in place at any time and to determine which of multiple values are dominant/controlling in conversation, persuasion, or propaganda.

When our own values are clearly understood and readily admitted to and the values others employ are clearly recognized, interactions have the opportunity to become more honest, successful, and able to be adapted in changing or stressful circumstances.

1. honesty/truth/sincerity	deceit/lying/insincerity
2. God/religion	atheism/devil
3. freedom	control/oppression/slavery
4. privacy	snooping/spying/publicity
5. self respect	self deprecation
6. profit	loss/egalitarianism
7. individualism	communism/collectivism
8. generosity/sharing/charity	stingy/possessive
9. optimism	pessimism
10. directness	deviousness/meandering
11. trust	distrust/skepticism
12. choice	obedience/uniformity
13. independence	dependence/oppression
14. rights/liberty/license	subjugation/obligations
15. acceptance	rejection
16. inclusion	exclusion/rejection/isolation
17. affection	hatred
18. forgiveness	revenge
19. remembering	ignoring/dismissing/forgetting
20. flexibility	dogmatism
21. innovation	stagnation
22. creativity	being stifled
23. faith	cynicism/skepticism
24. ambition	smugness/sloth
25. initiative/drive	apathy
26. activity	passivity
27. confidence	doubt/insecurity
28. universality	provinciality/limited
29. heroism/valor/patriotism	cowardice
30. camaraderie	isolationism
31. openness	manipulation/strategy
32. intelligence/cleverness	ignorance/stupidity
33. politeness	rudeness
34. graciousness	boorishness
35. calm	agitation/excited

36. independence	dependence/conformity
37. love	hatred
38. belonging	isolated/alone
39. loyalty/faithfulness	disloyalty/betrayal
40. pride	guilt/shame
41. grace	awkwardness/clumsiness
42. stable	erratic
43. democracy	despotism/dictatorship
44. leadership	domination
45. prosperity/wealth	poverty
45. sensitivity	insensitivity
46. hard work/Puritan ethic	laziness
47. savings	consumption
48. beauty	ugliness
49. clean	dirty
50. peace	war/violence
51. strength	weakness
52. firm	wavering/vacillating
53. right	wrong
54. popularity	derision
55. kindness	cruelty
56. concern	apathy/indifference
57. praise	blame
58. accuracy/precision	sloppiness
59. quality	shoddiness
60. rarity	commonness
61. complimenting	critical
62. complementary	be opposed to/asynchronous
63. victory	defeat
64. success	failure
65. clarity	vagueness
66. dynamism	dullness
67. vividness	ordinary/plain
68. neatness	sloppiness
69. down to earth	grandiose
70. spontaneous	hesitant
71. personal	impersonal
72. powerful	powerless
73. new/improved/refurbished	old/worn/decayed