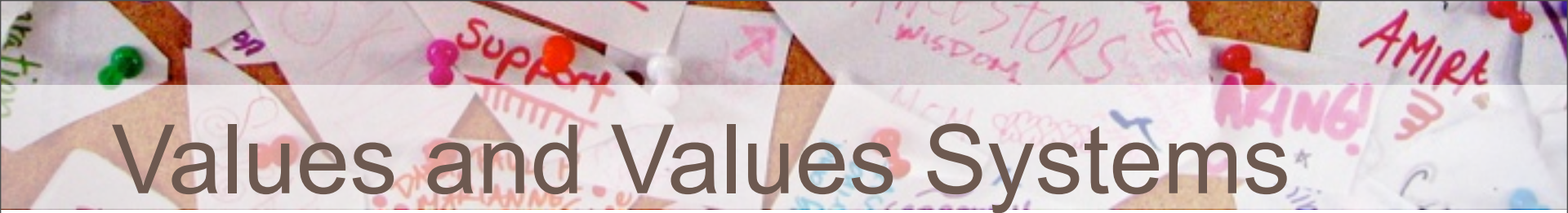




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Values and Values Systems

- Reviving a Dormant Concept
 - ▣ Hitlin and Piliavin 2004

- Rokeach
- Hofstede
- Schwartz



Suggested Definitions

□ Rokeach

“(...) the value is a standard or criterion that serves a number of important purposes in our daily lives: it is a standard that tells us how to act or what to want, it is a standard that tells us what attitudes we should hold, it is a standard we employ to justify behavior, to morally judge, and to compare ourselves with others. Finally, the value is the standard we employ to tell us which values, attitudes, and actions of others are worth or not worth trying to influence. If you have a value and you do not want to influence anyone else under the sun to have it too, the chances are it is not a value.” (Rokeach 1968)



Suggested Definitions

□ Hofstede

"broad tendencies to prefer certain states of affairs over others" (cf. Hofstede, 2005, p. 8).

- Good Vs Evil
- Dirty vs. Clean
- Pretty Vs Ugly
- Natural vs. Non-Natural
- Normal vs. Abnormal
- Logical vs. Illogical
- Rational Vs Irrational
- Power Distance
- Individualism
- Masculinity
- Aversion to Uncertainty
- Guidance for short / long term



Suggested Definitions

□ Schwartz

“According to the literature, values are (a) concepts or beliefs, (b) about desirable end states or behaviors, (c) that transcend specific situations, (d) guide selection or evaluation of behavior and events, and (e) are ordered by relative importance. “Schwartz (1992) emphasizes that values are cognitive representations of three universal human requirements: (a) biologically based organism needs, (b) social interactional requirements for interpersonal coordination, and (c) social institutional demands for group welfare and survival.”

Schwartz & Bilsky (1987, p. 551)



What are Values

- NeuroScience tells us we are prone to build relationships and that our brain is built to adapt to different social contexts (Quartz and Sejnowski 2004)
- Psychology tells us that the “perceived partner responsiveness” is essential to build relationships (Reis 2002 Reis, Clark and Holmes 2004 Reis 2007)



What are Values

- We use values to relate to each other and to describe others (people or organisations)
- We refer to our values to guide our behaviour and as part of the decision making process
- However, the current definitions are too broad and the values systems presented are not neutral in nature

How are values used in PR?



Monday, 24 May, 2010

How are values used in PR?

- Ethics
- Corporate Identity
- Corporate Culture
- Core values
- Brands
- ...

New Approaches to Values and PR

- David Phillips
- Jon Iwata
- Camarinha-Matos and Macedo

New Approaches to Values and PR

- David Phillips

- A relationship occurs when Actors attribute identical or similar values to a given occurrence (token)
- Relationships are formed around values

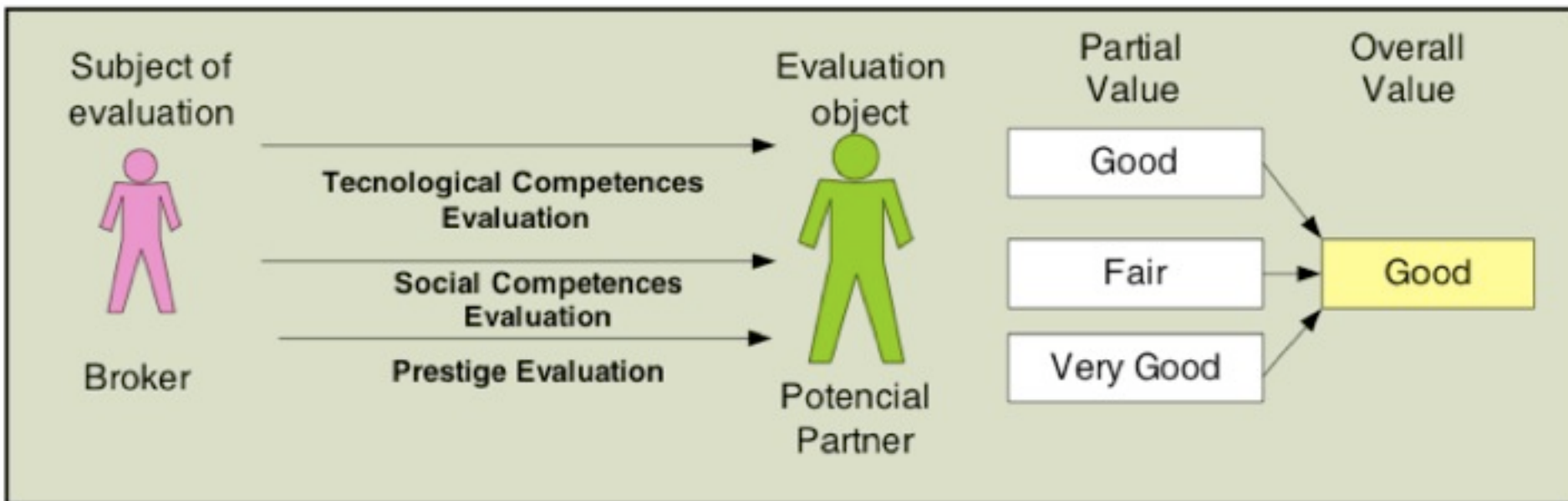
New Approaches to Values and PR

- Jon Iwata
 - ▣ IBM's Values System

“We call it the IBM System Brand. Picture a framework with five columns. From left to right the columns are labeled what it means to look like IBM, to sound like IBM, to think like IBM, to perform like IBM and ultimately **to be IBM**”

New Approaches to Values and PR

- Camarinha-Matos and Macedo
 - ▣ Values Systems in Collaborative Networks

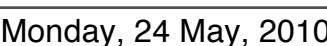


Values and Social Media

- Do we display values online?
 - ▣ Donath and Boyd
 - ▣ Back et al.

- Each Social Media Instrument Allows for Values to be Demonstrated in Different Ways

□ Social network Analysis



Values and Social Media

□ Content Analysis (shift.pt)



A word cloud visualization of content analysis results. The words are arranged in a horizontal, slightly curved layout, with varying font sizes and colors (shades of blue and grey) indicating their frequency or importance. The most prominent words are 'social', 'media', 'design', 'google', 'internet', 'research', 'services', 'technology', 'web', 'communication', 'business', and 'application'. Other visible words include 'blogger', 'buzz', 'city', 'coffee', 'comments', 'development', 'digital', 'economy', 'enable', 'europe', 'expo', 'facebook', 'forum', 'free', 'global', 'innovation', 'interest', 'iphone', 'jobs', 'life', 'marketing', 'mobile', 'networks', 'power', 'presentation', 'programming', 'resources', 'support', 'system', 'twitter', 'user', 'video', 'visualization', 'water', 'world', and 'youtube'.

application blogger business buzz city coffee comments
communication computer design development digital
economy enable europe expo facebook forum free global google innovation
interest internet iphone jobs life marketing media mobile networks
power presentation programming research resources services social
software support system technology twitter user video visualization
water web world youtube

Values and Social Media

- Situational Theory of Problem Solving (Grunig and Kim)
 - ▣ Introduces concepts that help us understand communicative action across the stages of problem solving

A Call to Action



Monday, 24 May, 2010



A Call to Action

- We now have tools that allow for a greater level of research on values and values systems;
- An opportunity to quantify the results of corporate communication in real time;
- If we do not take the lead, someone else will