



Manual for the
Personal Values and Goals Scale
(PVGS)

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SCALES

The development of the Personal Values and Goals Scale (PVGS) and its psychometric properties are ongoing but have been described in:

Trail, G. T., & Lee, D. (in review). The development and validation of the value and goal typology scales. Submitted to *Journal of Research in Personality*.

Lee, D., & Trail, G. T. (in press). The influence of personal values and goals on cognitive and behavioral involvement in sport. *Journal of Sport Management*.

Many of the items though come from Schwartz (1992) and others as noted in the two above papers.

The Personal Values and Goals Scale (PVGS)

The PVGS consists of both personal values and personal goals. The personal values dimension has 17 subscales at the moment: Aesthetics, Ambition, Benevolence, Commitment, Conservatism, Freedom, Hedonism, Moderate, Openness, Patriotism, Pragmatism, Self-Control, Self-Direction, Stimulation, Tolerance, and Work Ethic. The Personal Goals dimension has 11 subscales: Achievement, Companionship, Democracy, Environmentalism, Individual Safety, Materialism, Personal Financial Security, Physical Well-Being, Power, Prosperity, and Social Equality. The dimensions with the PVGS have varied on the quality on the internal consistency measures and construct reliability measures as shown below. All items are listed under their own categories. Obviously the order of the items should be randomly arranged on the survey.

The PVGS has so far been used to measure the values and goals of U.S. college students. The instructions followed those of Schwartz (1992).

Instructions: Values are beliefs that guide an individual's evaluation and selection of goals, and the choice of behaviors or processes used to achieve those goals. Please rate each value in terms of its importance to you AS A GUIDING PRINCIPLE IN YOUR LIFE on the scale provided below.

Opposed to my Values	Not Important			Important			Very Important	Of Supreme Importance
(-1)	(0)	(1)	(2)	(3)	(4)	(5)	(6)	(7)

Schwartz, S. H. (1992). Universals in the content and structure of values: Theoretical advances and empirical tests in 20 countries. *Advances in Experimental Social Psychology*, 25, 1-65.

Beta Coefficient, Internal Consistency, and Average Variance Extracted for the Values

Item	β	α	AVE
AESTHETICS (2)		.51	.339
Appreciating the aesthetical aspects of life	.592		
Appreciating natural beauty inherent in the world	.571		
Aesthetics (new #1)			
Natural beauty (new #2)			
Splendor (new #3)			
Artistic (new #4)			
AMBITION (2) (Recommend not using)		.60	.425
Ambition	.684		
Competition	.617		
BENEVOLENCE (6)		.87	.533
Kindness	.802		
Courtesy	.756		
Helpfulness	.743		
Generosity	.700		
Consideration	.691		
Understanding	.682		
COMMITMENT (4)		.89	.685
Commitment (to another)	.883		
Dedication (to another)	.863		
Devotion (to another)	.790		
Faithfulness (to another)	.768		
CONSERVATISM (5)		.81	.465
Conventionality	.761		
Compliance	.705		
Tradition	.666		
Conformity	.644		
Social norms	.625		
FREEDOM (2)		.70	.567
Freedom	.759		
Liberty	.747		
Free will (new #3)			
HEDONISM (4)		.75	.454
Self-indulgence	.771		
Sensuous gratification	.697		
Hedonism	.658		
Pleasure	.551		
MODERATE (4)		.74	.419
Humbleness	.689		
Moderation	.644		
Temperance	.628		
Modesty	.625		
OPENNESS (4)		.86	.601
Trustworthiness	.813		
Sincerity	.795		
Truthfulness	.750		
Honesty	.741		
PATRIOTISM (3)		.91	.778
Nationalism	.903		
Loyalty to country	.891		
Patriotism	.851		

<i>PRAGMATISM</i> (3)		.72	.488
Rationality	.750		
Reasonableness	.718		
Practicality	.649		
<i>SELF-CONTROL</i> (3)		.70	.460
Self-control	.767		
Self-discipline	.636		
Restraint	.621		
<i>SELF-DIRECTION</i> (5)		.81	.477
Decisiveness	.742		
Self-sufficiency	.713		
Self-direction	.686		
Independence	.671		
Self-reliance	.635		
<i>SPIRITUAL</i> (3)		.77	.560
Spirituality	.821		
Religiousness	.789		
Devoutness	.618		
<i>STIMULATION</i> (5)		.81	.478
Daringness	.787		
Adventurousness	.699		
Challenge	.698		
Risk-taking	.686		
Courage	.570		
<i>TOLERANCE</i> (5)		.77	.322
Open-mindedness	.698		
Tolerance	.680		
Non-judgmental	.662		
Broadmindedness	.618		
Acceptance	.574		
<i>WORKETHIC</i> (4)		.76	.465
Diligence	.744		
Perseverance	.697		
Being hard-working	.649		
Determination	.632		

Note. Statistical method: confirmatory factor analysis (EQS).

Beta Coefficient, Internal Consistency, and Average Variance Extracted for the Goals

Item	β	α	AVE
<i>ACHIEVEMENT</i> (6)		.84	.477
Success	.727		
Recognition	.721		
Personal status	.702		
Prestige	.678		
Achievement	.661		
A good reputation	.652		
<i>COMPANIONSHIP</i> (4)		.70	.393
Companionship	.694		
Fellowship	.659		
True friendship	.634		
Camaraderie	.505		
<i>DEMOCRACY</i> (3)		.70	.477
Democracy	.829		
Governance by the people	.616		
Rule by the majority	.603		
<i>ENVIRONMENTALISM</i> (4)		.91	.748
Preventing the destruction of nature's resources	.924		
Protecting the environment	.888		
Preserving nature	.871		
Harmony with nature	.768		
<i>INDIVIDUAL SAFETY</i> (3)		.88	.719
Physical safety	.884		
Individual safety	.844		
Personal safety	.815		
<i>MATERIALISM</i> (3)		.77	.552
Acquisition of a large number of things	.824		
Materialism	.737		
Obtainment of things I want	.659		
<i>PERSONAL FINANCIAL SECURITY</i> (2)		.86	.776
Personal financial security	.907		
Personal financial stability	.853		
Financial wellbeing (new #3)			
<i>PHYSICAL WELLBEING</i> (3)		.80	.616
Physical fitness	.855		
Physical activeness	.809		
Healthiness	.679		
<i>POWER</i> (4)		.79	.499
Power	.769		
Dominance	.712		
Control	.674		
Influence	.666		
<i>PROSPERITY</i> (3)		.75	.527
Wealth	.787		
Prosperity	.711		
Affluence	.675		
<i>SOCIAL EQUALITY</i> (4)		.75	.440
Human dignity	.688		
Human rights	.665		
Social justice	.659		
Social equality	.641		

Instructions: Values are beliefs that guide an individual's evaluation and selection of goals, and the choice of behaviors or processes used to achieve those goals. Please rate each value in terms of its importance to you AS A GUIDING PRINCIPLE IN YOUR LIFE on the scale provided below.

Opposed to my Values	Not Important			Important			Very Important	Of Supreme Importance
(-1)	(0)	(1)	(2)	(3)	(4)	(5)	(6)	(7)

VALUE	SCALE									
1. Benevolence	-1	0	1	2	3	4	5	6	7	
2. Power	-1	0	1	2	3	4	5	6	7	
3. Personal status	-1	0	1	2	3	4	5	6	7	
4. Wealth	-1	0	1	2	3	4	5	6	7	
5. Obtainment of things I want	-1	0	1	2	3	4	5	6	7	
6. Sensuous gratification	-1	0	1	2	3	4	5	6	7	
7. Adventurousness	-1	0	1	2	3	4	5	6	7	
8. Autonomy	-1	0	1	2	3	4	5	6	7	
9. Governance by the people	-1	0	1	2	3	4	5	6	7	
10. Social justice	-1	0	1	2	3	4	5	6	7	
11. Broadmindedness	-1	0	1	2	3	4	5	6	7	
12. Respect	-1	0	1	2	3	4	5	6	7	
13. Honesty	-1	0	1	2	3	4	5	6	7	
14. True friendship	-1	0	1	2	3	4	5	6	7	
15. Devotion (to another)	-1	0	1	2	3	4	5	6	7	
16. Harmony with nature	-1	0	1	2	3	4	5	6	7	
17. Devoutness	-1	0	1	2	3	4	5	6	7	
18. Self-discipline	-1	0	1	2	3	4	5	6	7	
19. Thriftiness	-1	0	1	2	3	4	5	6	7	
20. Practicality	-1	0	1	2	3	4	5	6	7	
21. Temperance	-1	0	1	2	3	4	5	6	7	
22. Determination	-1	0	1	2	3	4	5	6	7	
23. Personal safety	-1	0	1	2	3	4	5	6	7	
24. Healthiness	-1	0	1	2	3	4	5	6	7	
25. Conformity	-1	0	1	2	3	4	5	6	7	
26. Patriotism	-1	0	1	2	3	4	5	6	7	
27. Control	-1	0	1	2	3	4	5	6	7	
28. A good reputation	-1	0	1	2	3	4	5	6	7	
29. Affluence	-1	0	1	2	3	4	5	6	7	
30. Acquisition of a large number of things	-1	0	1	2	3	4	5	6	7	
31. Self-indulgence	-1	0	1	2	3	4	5	6	7	
32. Daringness	-1	0	1	2	3	4	5	6	7	
33. Self-reliance	-1	0	1	2	3	4	5	6	7	
34. Democracy	-1	0	1	2	3	4	5	6	7	
35. Social equality	-1	0	1	2	3	4	5	6	7	
36. Open-mindedness	-1	0	1	2	3	4	5	6	7	
37. Courtesy	-1	0	1	2	3	4	5	6	7	
38. Truthfulness	-1	0	1	2	3	4	5	6	7	

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(-1)	(0)	(1)	(2)	(3)	(4)	(5)	(6)	(7)

VALUE	SCALE									
39. Fellowship	-1	0	1	2	3	4	5	6	7	
40. Commitment (to another)	-1	0	1	2	3	4	5	6	7	
41. Protecting the environment	-1	0	1	2	3	4	5	6	7	
42. Religiousness	-1	0	1	2	3	4	5	6	7	
43. Self-control	-1	0	1	2	3	4	5	6	7	
44. Frugality	-1	0	1	2	3	4	5	6	7	
45. Rationality	-1	0	1	2	3	4	5	6	7	
46. Moderation	-1	0	1	2	3	4	5	6	7	
47. Being hard-working	-1	0	1	2	3	4	5	6	7	
48. Physical safety	-1	0	1	2	3	4	5	6	7	
49. Physical fitness	-1	0	1	2	3	4	5	6	7	
50. Conventionality	-1	0	1	2	3	4	5	6	7	
51. Loyalty to country	-1	0	1	2	3	4	5	6	7	
52. Influence	-1	0	1	2	3	4	5	6	7	
53. Success	-1	0	1	2	3	4	5	6	7	
54. Prosperity	-1	0	1	2	3	4	5	6	7	
55. Materialism	-1	0	1	2	3	4	5	6	7	
56. Hedonism	-1	0	1	2	3	4	5	6	7	
57. Courage	-1	0	1	2	3	4	5	6	7	
58. Self-sufficiency	-1	0	1	2	3	4	5	6	7	
59. Rule by the majority	-1	0	1	2	3	4	5	6	7	
60. Human dignity	-1	0	1	2	3	4	5	6	7	
61. Acceptance	-1	0	1	2	3	4	5	6	7	
62. Helpfulness	-1	0	1	2	3	4	5	6	7	
63. Sincerity	-1	0	1	2	3	4	5	6	7	
64. Companionship	-1	0	1	2	3	4	5	6	7	
65. Dedication (to another)	-1	0	1	2	3	4	5	6	7	
66. Preventing the destruction of nature's resources	-1	0	1	2	3	4	5	6	7	
67. Spirituality	-1	0	1	2	3	4	5	6	7	
68. Restraint	-1	0	1	2	3	4	5	6	7	
69. Personal financial security	-1	0	1	2	3	4	5	6	7	
70. Reasonableness	-1	0	1	2	3	4	5	6	7	
71. Humbleness	-1	0	1	2	3	4	5	6	7	
72. Perseverance	-1	0	1	2	3	4	5	6	7	
73. Individual safety	-1	0	1	2	3	4	5	6	7	
74. Physical activeness	-1	0	1	2	3	4	5	6	7	
75. Tradition	-1	0	1	2	3	4	5	6	7	
76. Nationalism	-1	0	1	2	3	4	5	6	7	

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(-1)	(0)	(1)	(2)	(3)	(4)	(5)	(6)	(7)

VALUE	SCALE								
77. Dominance	-1	0	1	2	3	4	5	6	7
78. Recognition	-1	0	1	2	3	4	5	6	7
79. Leisure	-1	0	1	2	3	4	5	6	7
80. Risk-taking	-1	0	1	2	3	4	5	6	7
81. Decisiveness	-1	0	1	2	3	4	5	6	7
82. Freedom	-1	0	1	2	3	4	5	6	7
83. Human rights	-1	0	1	2	3	4	5	6	7
84. Tolerance	-1	0	1	2	3	4	5	6	7
85. Kindness	-1	0	1	2	3	4	5	6	7
86. Trustworthiness	-1	0	1	2	3	4	5	6	7
87. Camaraderie	-1	0	1	2	3	4	5	6	7
88. Faithfulness (to another)	-1	0	1	2	3	4	5	6	7
89. Preserving nature	-1	0	1	2	3	4	5	6	7
90. Piousness	-1	0	1	2	3	4	5	6	7
91. Being reserved	-1	0	1	2	3	4	5	6	7
92. Personal financial stability	-1	0	1	2	3	4	5	6	7
93. Pragmatism	-1	0	1	2	3	4	5	6	7
94. Modesty	-1	0	1	2	3	4	5	6	7
95. Diligence	-1	0	1	2	3	4	5	6	7
96. Social norms	-1	0	1	2	3	4	5	6	7
97. Ambition	-1	0	1	2	3	4	5	6	7
98. Prestige	-1	0	1	2	3	4	5	6	7
99. Pleasure	-1	0	1	2	3	4	5	6	7
100. Challenge	-1	0	1	2	3	4	5	6	7
101. Self-direction	-1	0	1	2	3	4	5	6	7
102. Liberty	-1	0	1	2	3	4	5	6	7
103. Non-judgmental	-1	0	1	2	3	4	5	6	7
104. Understanding	-1	0	1	2	3	4	5	6	7
105. Monogamy	-1	0	1	2	3	4	5	6	7
106. Appreciating the aesthetical aspects of life	-1	0	1	2	3	4	5	6	7
107. Obedience	-1	0	1	2	3	4	5	6	7
108. Competition	-1	0	1	2	3	4	5	6	7
109. Achievement	-1	0	1	2	3	4	5	6	7
110. Independence	-1	0	1	2	3	4	5	6	7
111. Generosity	-1	0	1	2	3	4	5	6	7
112. Appreciating natural beauty inherent in the world	-1	0	1	2	3	4	5	6	7
113. Compliance	-1	0	1	2	3	4	5	6	7
114. Consideration	-1	0	1	2	3	4	5	6	7