

Table 1.3

SOME UNIVERSAL (CROSS-CULTURAL) NEEDS AND THE CORRESPONDING (PERSONAL AND SOCIAL) VALUES

NEEDS	PERSONAL (well-being)	SOCIAL (protection of rights & enforcement of duties)
	VALUES	
	<u>Visceral</u>	<u>Economic</u>
Nourishment, clothing, sheltering, cleanliness, infant & sick care, physical exercise	Health	Natural resources Production Exchange Abundance
	<u>Mental</u>	<u>Cultural</u>
	<u>Psychological</u>	Information Exchange of information Research <u>Communication</u>
Loving and being loved	Love	
Companionship and mutual help	Friendship and comradeship	<u>Political</u> Order Being consulted Being treated with equity Management Participation (democracy)
Learning	Knowledge	Justice
Protection	Security	Freedom
Amusement		Solidarity
Aesthetic experience	Beauty	Discipline Mutual help



(See Parra-Lune 1983 p. 232 for an alternative table, also based on the idea that values originate in needs and wants.)