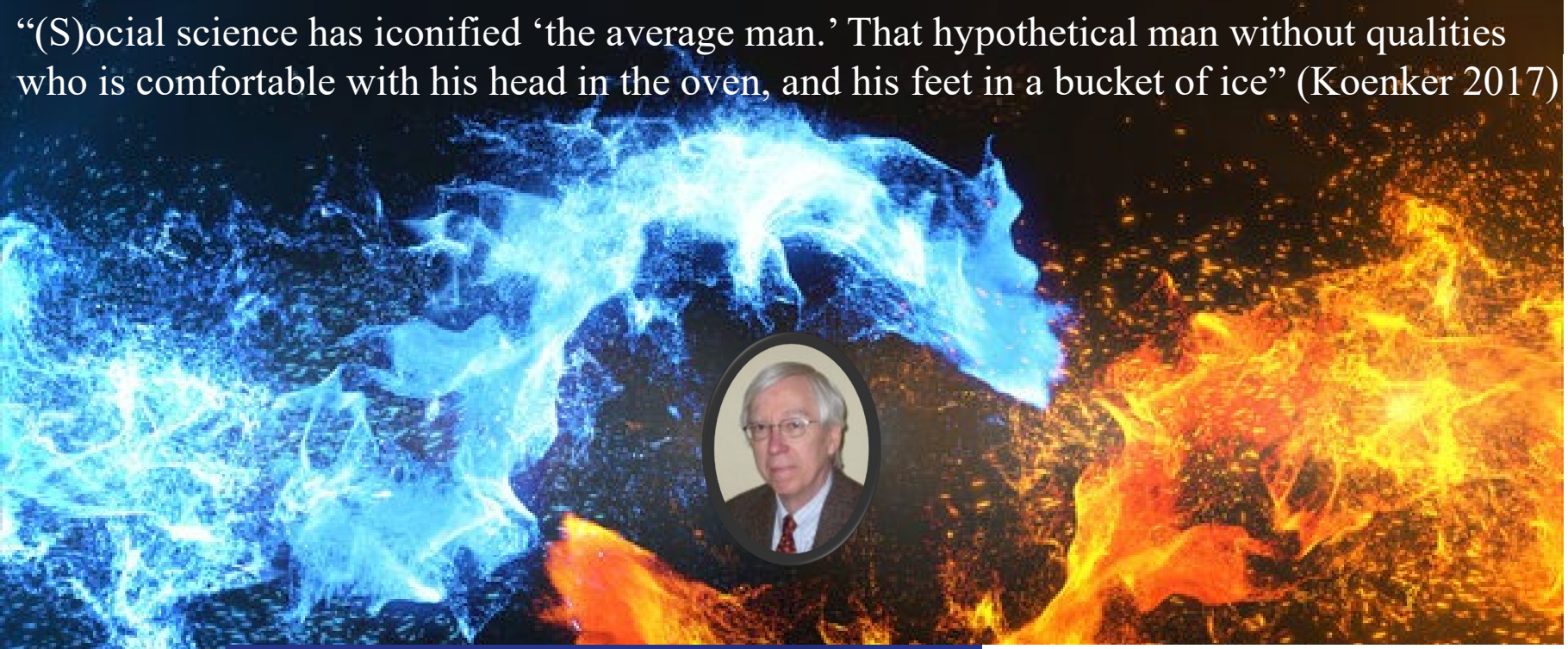
"(S)ocial science has iconified 'the average man.' That hypothetical man without qualities who is comfortable with his head in the oven, and his feet in a bucket of ice" (Koenker 2017)



THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

Julie Lee

Marketing Professor

Director of Research and Research Training, UWA Business School

Founding Director, Centre for Human and Cultural Values

Who is comfortable with their head in an oven and their feet in a bucket of ice?

THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

OR: What do *averages* mean?

According to National Geographics, in 2021 the most typical person is **male, Han Chinese, speaks Mandarin, is right-handed and is 28 years old**.

… he also makes less than $12,000 per year, has a mobile phone and doesn't have a bank account.

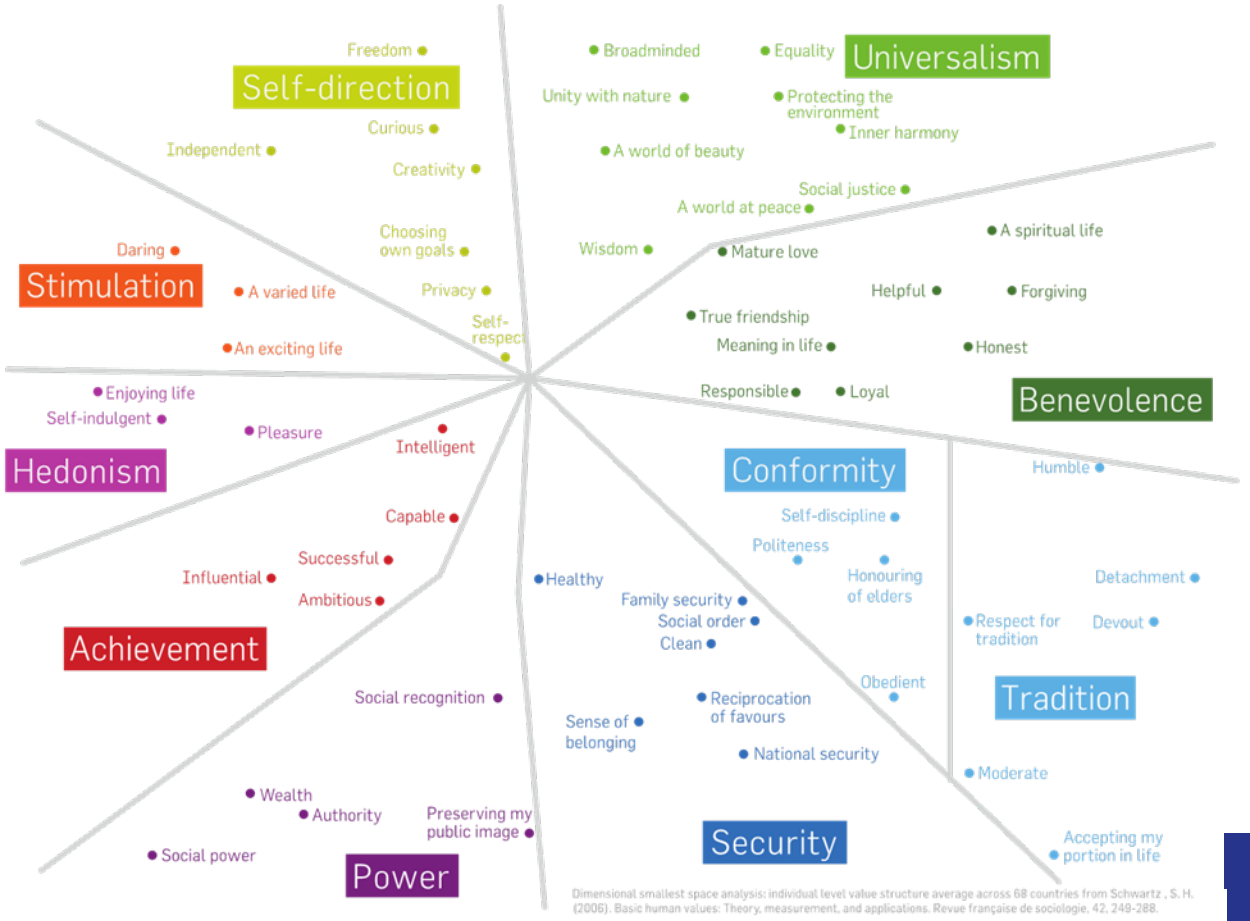
… by 2030 he will come from India

Orange balloons?

Overview

THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

- The devastation of nothing interesting…
- Thinking about how, and what, we are asking
- Value importance and value-behavior relations
- Take away messages



The Schwartz values theory

THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

My $800,000?

How do people's values influence their behaviour?

ARC Linkage grant

THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

Of these, which are the most and least important to you as guiding principles in your life?

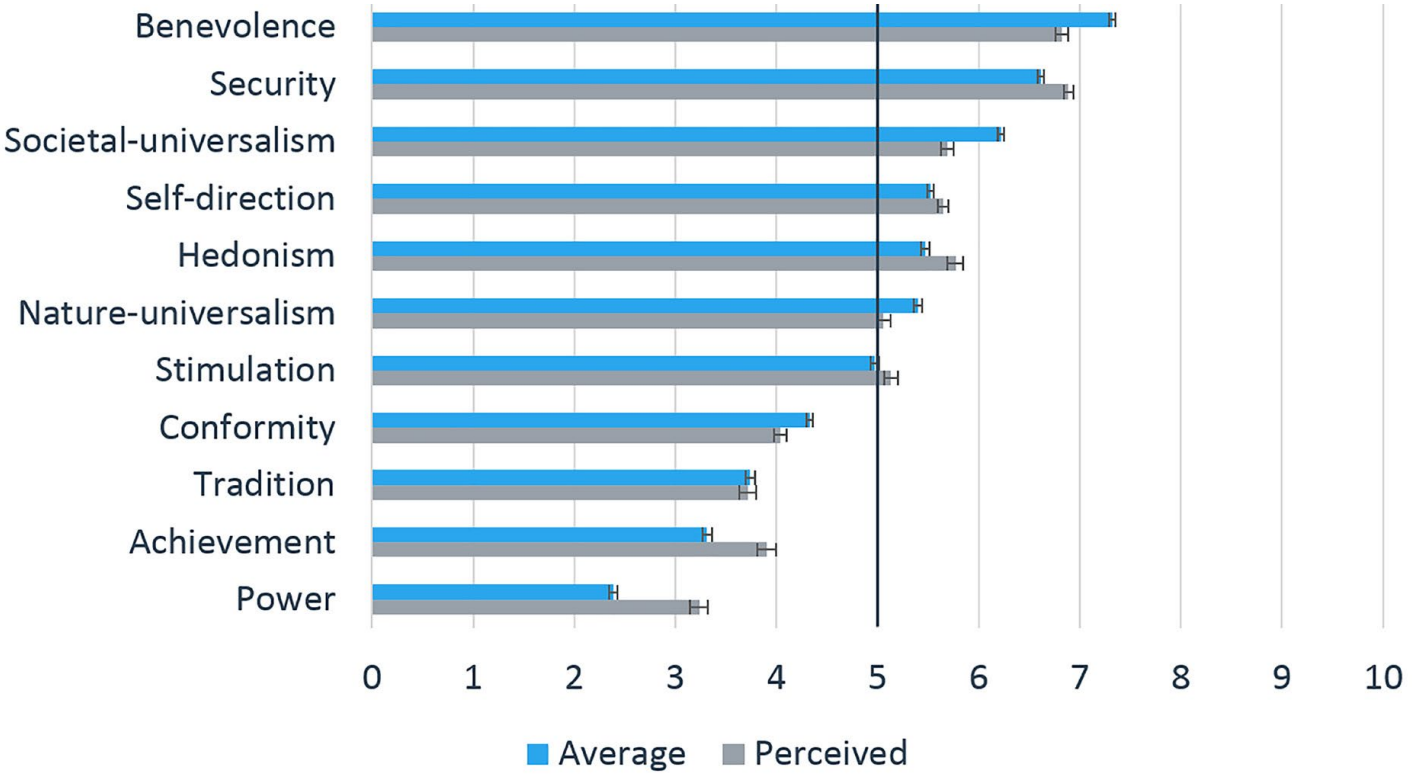
Most Important		Least Important
	Following cultural, family or religious practices	
	Living and acting in ways that ensure that you are personally safe and secure	
✓	Developing your own original ideas and opinions	
	Obeying all rules and laws	✓
	Living in a safe and stable society	

Next

Interesting?

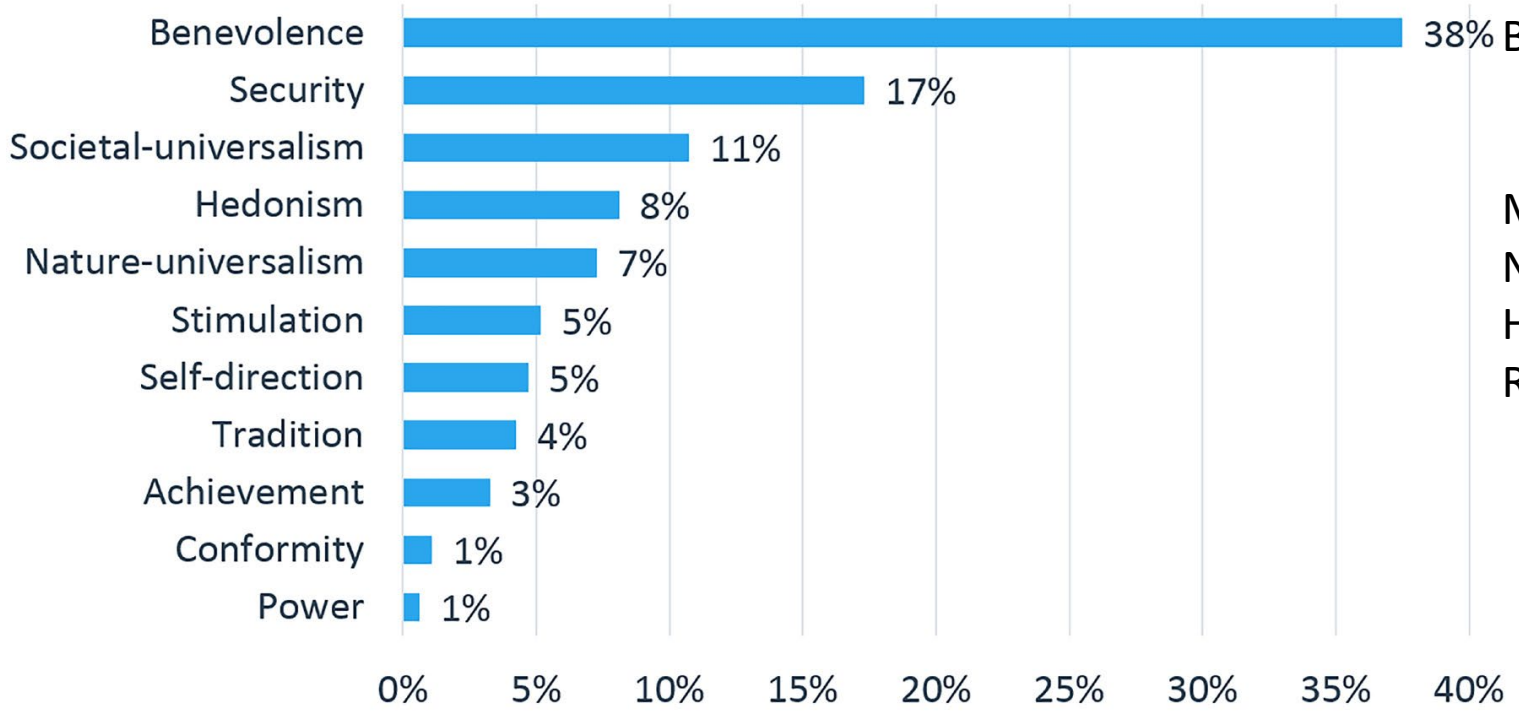
THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

Average value priorities and perceptions of Most Australians values



Frequencies: Most important

Proportion of Australian sample who hold a specific value as most important



BE: Females, kids, less educ

Males: SD, AC, PO or CO
No kids: SD, ST, HE, AC or Uns
Higher Ed: SD or AC
Religious: TR

Our values shape our perceptions of others' values

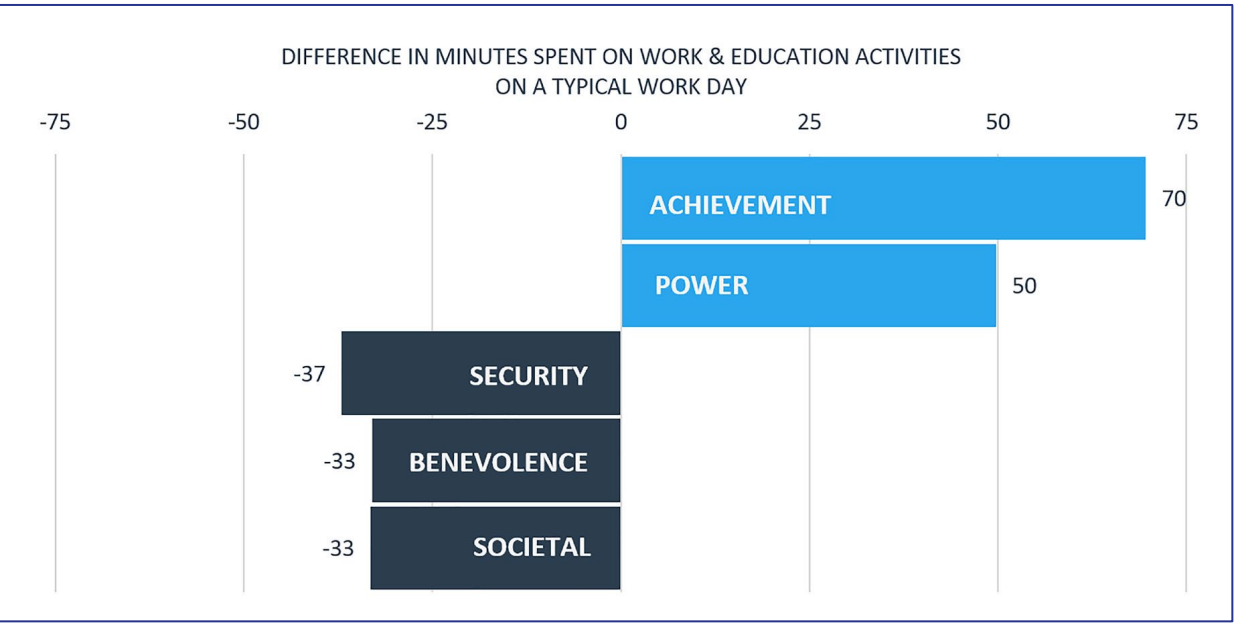
OVERALL RANKING: PERCEPTIONS OF MOST AUSTRALIANS	SELF-DIRECTION	STIMULATION	HEDONISM	ACHIEVEMENT	POWER	SECURITY	TRADITION	CONFORMITY	BENEVOLENCE	SOCIETAL-UNIVERSALISM	NATURE-UNIVERSALISM
1. SECURITY	1. Security	1. Hedonism	1. Hedonism	1. Security	1. Self-direction	1. Security	1. Security	1. Benevolence	1. Benevolence	1. Benevolence	1. Nature-universalism
2. BENEVOLENCE	2. Self-direction	2. Security	2. Security	2. Achievement	2. Security	1. Benevolence	1. Benevolence	2. Security	2. Security	2. Security	2. Security
3. HEDONISM	3. Benevolence	3. Stimulation	3. Benevolence	3. Benevolence	3. Nature-universalism	3. Hedonism	3. Hedonism	3. Societal-universalism	3. Hedonism	3. Societal-universalism	3. Benevolence
4. SOCIETAL-UNIVERSALISM	4. Hedonism	4. Benevolence	4. Stimulation	4. Hedonism	4. Benevolence	4. Self-direction	4. Tradition	4. Self-direction	4. Societal-universalism	4. Self-direction	4. Societal-universalism
5. SELF- DIRECTION	5. Stimulation	5. Self-direction	5. Self-direction	5. Self-direction	5. Achievement	5. Societal-universalism	5. Societal-universalism	5. Stimulation	5. Self-direction	5. Hedonism	5. Self-direction
6. STIMULATION	6. Societal-universalism	6. Societal-universalism	6. Societal-universalism	6. Societal-universalism	6. Stimulation	6. Nature-universalism	6. Self-direction	6. Conformity	6. Stimulation	6. Nature-universalism	6. Hedonism
7. NATURE-UNIVERSALISM	7. Nature-universalism	7. Nature-universalism	7. Nature-universalism	7. Stimulation	7. Hedonism	7. Stimulation	7. Stimulation	7. Hedonism	7. Nature-universalism	7. Stimulation	7. Stimulation
8. CONFORMITY	8. Achievement	8. Achievement	8. Achievement	8. Nature-universalism	8. Societal-universalism	8. Conformity	8. Nature-universalism	8. Nature-universalism	8. Conformity	8. Conformity	8. Conformity
9. ACHIEVEMENT	9. Power	9. Power	9. Conformity	9. Power	9. Power	9. Achievement	9. Conformity	9. Tradition	9. Achievement	9. Tradition	9. Achievement
10.TRADITION	10.Tradition	10. Conformity	10. Power	10. Conformity	10. Conformity	10. Tradition	10.Achievement	10.Achievement	10. Tradition	10.Achievement	10. Tradition
11. POWER	11. Conformity	11. Tradition	11. Tradition	11. Tradition	11. Tradition	11. Power	11. Power	11. Power	11. Power	11. Power	11. Power

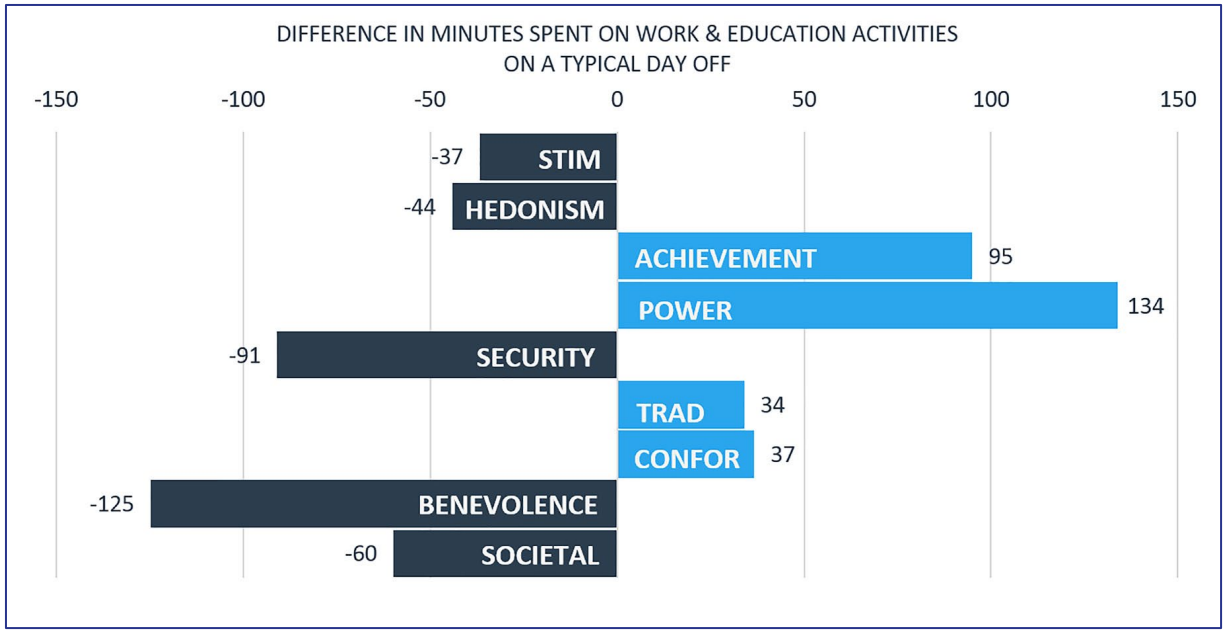
© The Values Project 2019

Values & behavior?

THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

Low correlations, but meaningful differences (high versus low on a value)

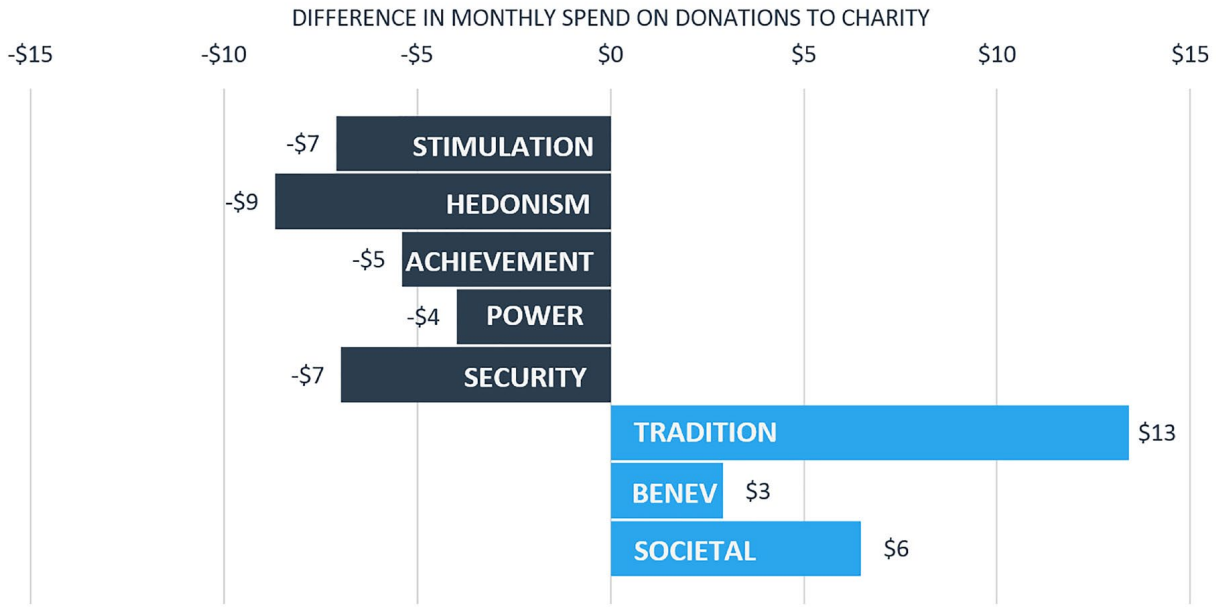




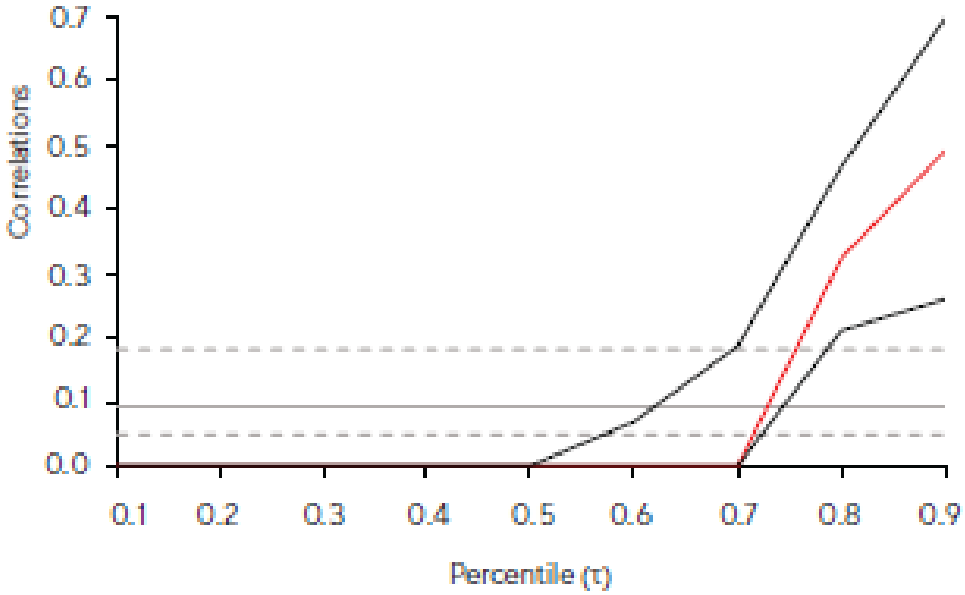
Small, significant differences

THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

Charitable donations



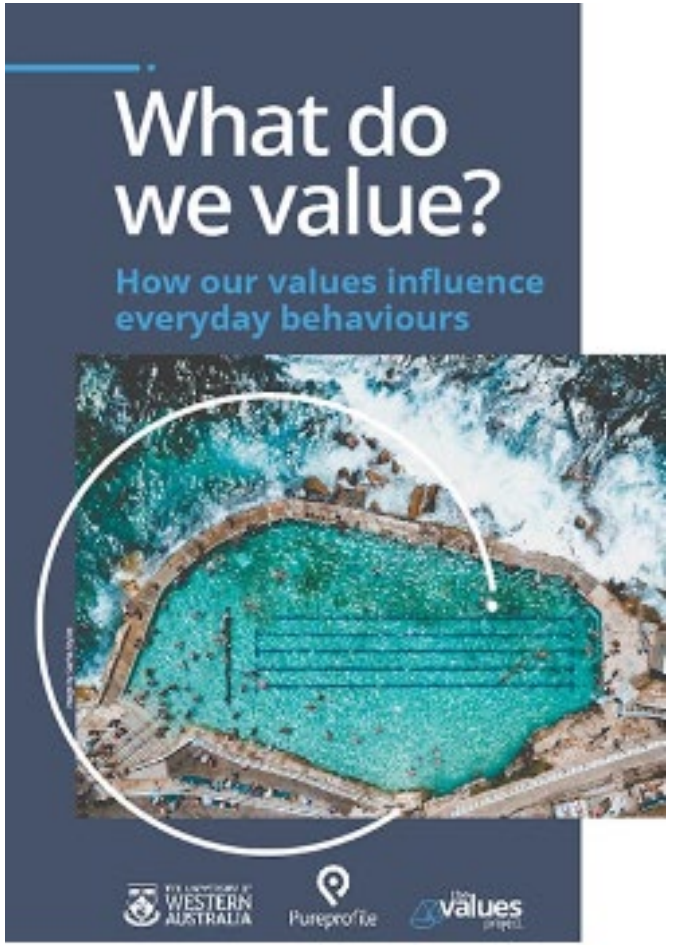
Tradition values (year 1)
and donation behaviour (year 2)



What Do We Value?

How our values influence everyday behaviours

Our initial report can be downloaded here:
https://whatdowevalue.com.au/research/#values-report



Research in psychology

THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

Issues with analysis of the (conditional) mean function of variables

- **Most commonly relations are examined with**
  - OLS & correlations (Blanca et al, 2018)
  - Linear analysis, focusing on function of the (conditional) mean
- **Why?**
  - Relatively small sample sizes, familiar, concise and
  - When assumptions are met, efficient, unbiased
- **Why not?**
  - Assume linearity and homoscedasticity (homogeneity of variance)
  - Valid hypothesis testing relies on assumption of normality
  - Sensitive to outliers; elimination assumes a one-model linear solution is appropriate
  - Estimates the average relations (at the mean)
- *Common alternatives:* split the data; run polynomial regression (captures nonlinear, but still returns one model conditioned around the mean, and is sensitive to outliers.

Quantile techniques

THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

Quantile regression

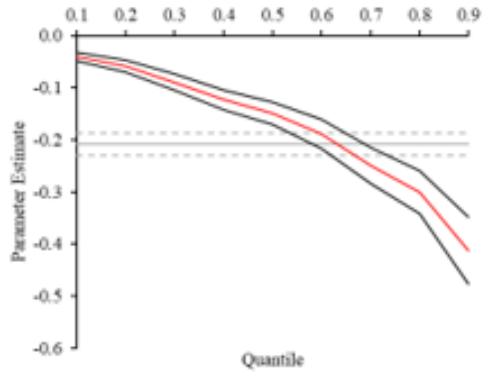
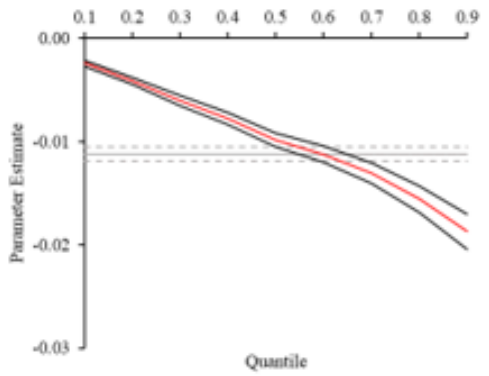
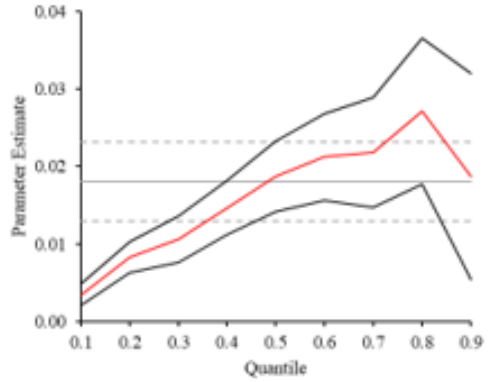
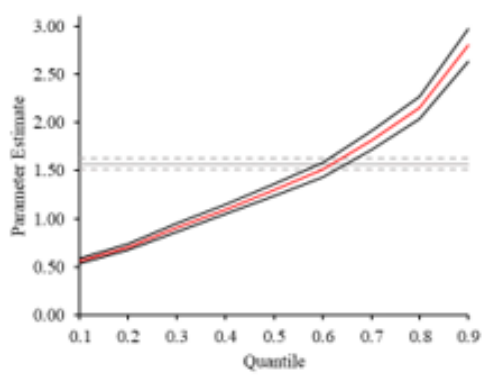
- Extension of least squares estimation
  - conditional function at ANY point along the distribution of an outcome of interest, given predictor(s)
  - Weights residuals differently depending on the quantiles being examined
- Compare linear slope estimates at chosen quantiles
- Robust to outliers, does not assume homoscedasticity

- **Quantile panel regression, quantile correlations**
- Quantile survival analysis, quantile count regression, Bayesian quantile regression, …

Quantile regression

THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

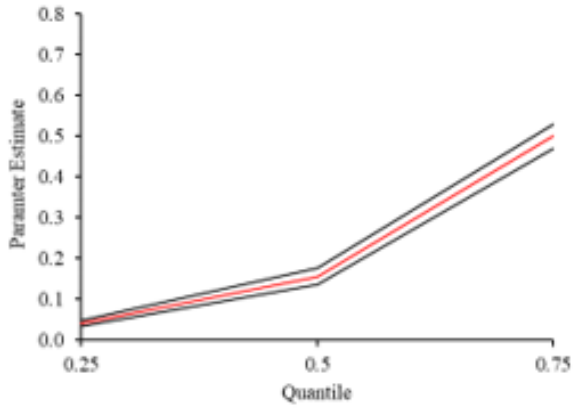
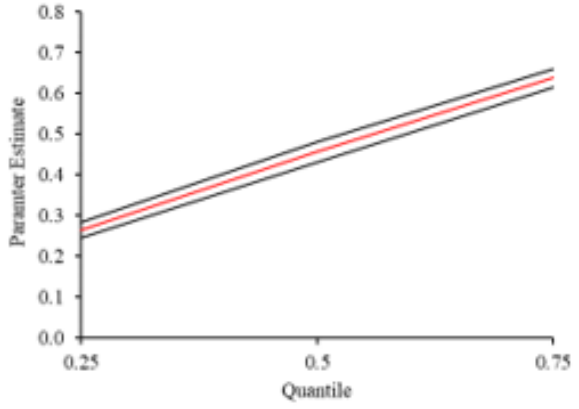
Predicting values from demographics by value importance

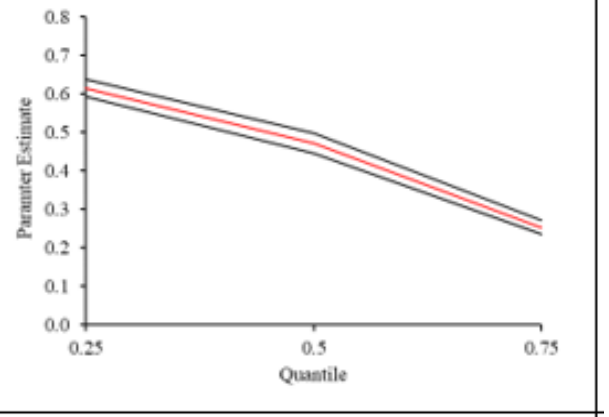
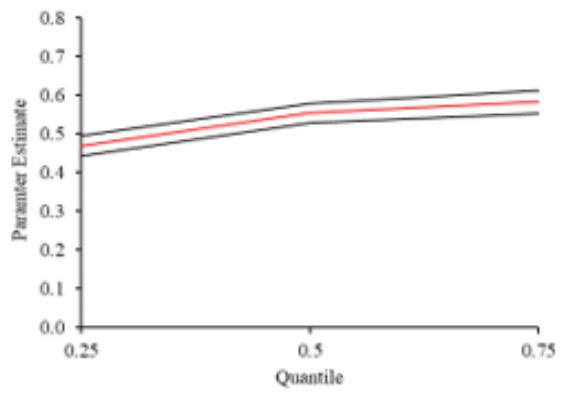
Value	Gender	Age	SES	(Intercept)
SE				

Panel quantile regression

THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

Values and perceptions of others' values (T2 = 4,332; T3 = 4,951; T4 = 1,872)

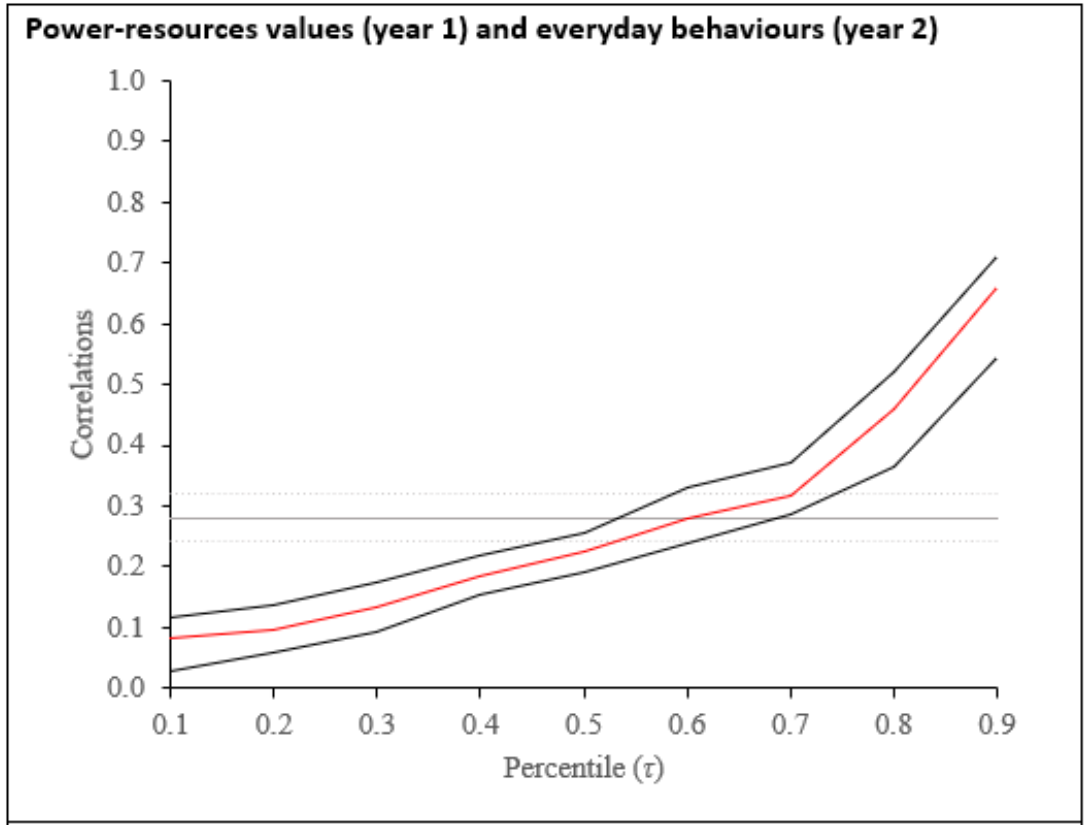
Value	By value quantile
SE	
OC	

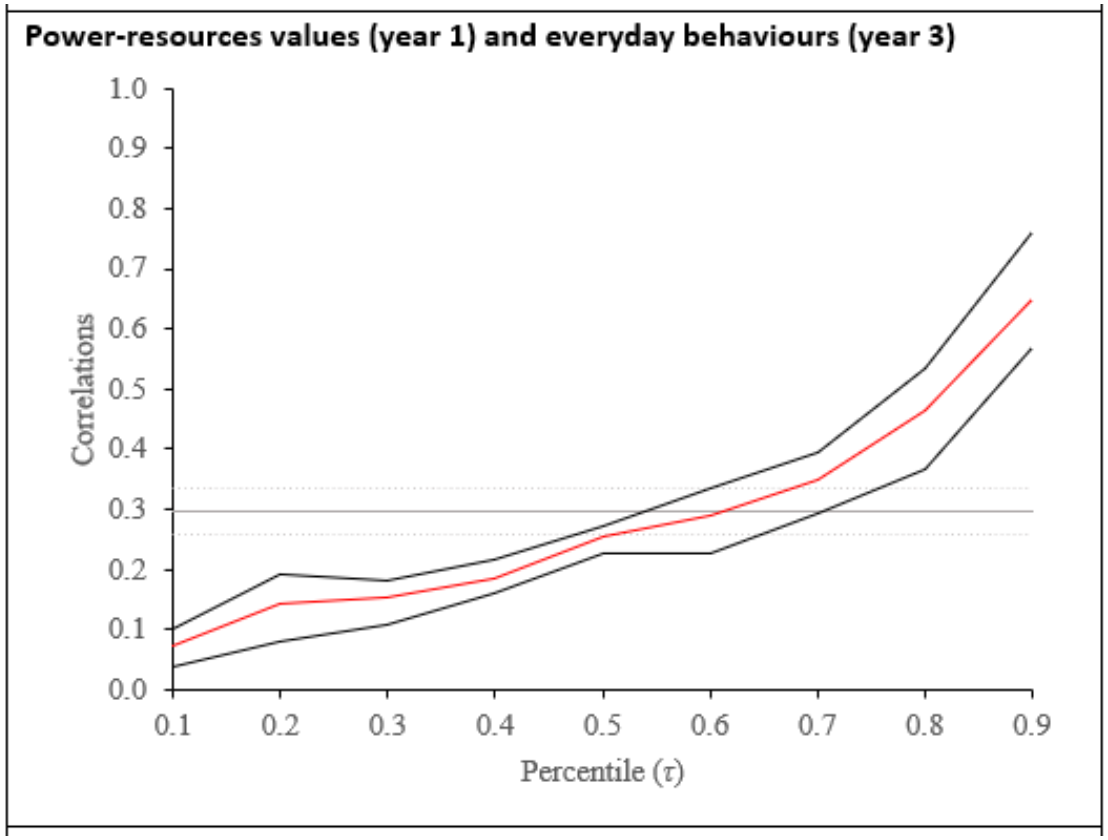
Value	By value quantile
ST	
CO	

Predicting behaviour over time

THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

Values with everyday behaviour 1 and 2 years later





BAM!

POW!

BOOM

WHAM

Take away messages

THE UNIVERSITY OF WESTERN AUSTRALIA | Centre for Human and Cultural Values

- Data: asking right questions &asking questions right
- Analysis: check assumptions & KISS
- Interpretation: pub test?
- Time: add a multiplying factor

"Not that the story need be long, but it will take a long while to make it short."
— Henry David Thoreau, 1857 Letter