

## **2002 – 2004: Standardisation and validation of a test of human values**

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The newly developed "**Austrian Value Questionnaire**" (**AVQ**), which consists of five scales (Intellectualism, Harmony, Religiosity, Materialism and Conservatism) and 13 subscales, was examined with respect to its statistical properties.

The aim was to assess, if the questionnaire would be able to measure what it is expected to measure ("validity"), to find out, how reliable these measurements are ("reliability"), and to determine, to what degree certain groups of values are advocated or declined by different parts of the population ("standardization"). **Four steps towards assessing validity were taken:** (1) the AVQ was administered by a public opinion research institute together with an established value questionnaire and measures of religious, political, and health related attitudes to a close to representative sample of N = 421 respondents all over Austria in order to test hypotheses about the relationship of the AVQ and previous measures of values and attitudes; most of these hypotheses were confirmed; (2) most hypotheses about typical value orientations of six criterion groups (priests and nuns, community servants, students of psychology and economics, prisoners, and drivers fined for intoxicated driving) with N = 30 participants in each group were also confirmed; (3) the expectation, that religious people would have better resources to cope with traumatic experiences was not confirmed (N = 25); (4) by qualitative, semi-structured interviews, additional information about the criterion groups' value orientations was gathered.

Altogether, **encouraging evidence** towards the validation of the AVQ was obtained. The **reliability** of the AVQ was assessed by administering it three times to an identical group of N = 142 respondents, mostly university students. **Latent state-trait analysis** revealed sufficient reliability; it also showed that the ratings of Religiosity and Conservatism remain highly stable over time and across situations, whereas those of the remaining value dimensions tend to be influenced by situational factors.

**Standardization** (N = 421) showed that Harmony, Materialism and Intellectualism generally were valued higher than Religiosity and Conservatism. Women scored higher than men on Intellectualism, Harmony and Religiosity, and lower on Materialism. Young people scored higher on Materialism than older ones; the opposite was true for Religiosity. Voters for different political parties differed markedly with respect to their value orientations.