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Value measurement in ALLBUS: Between innovation and replication – Data and Research on Society

Meet the Experts ! – GESIS online talks

Adrian Stanciu ▪ July 18, 2022

ALLBUS Team (Michael Blohm, Alexandra Asimov, Oshrat Hochman) and Clemens Lechner

Speaker



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- Values, cross-cultural psychology, research and methodological improvement
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Overview

ALLBUS

Replication vs. Innovation

Values in ALLBUS

Replication, Innovation of
values in ALLBUS

Food for thought



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German General Social Survey - ALLBUS

Data that facilitates investigation of social issues

Instrument that monitors social change over-time

Program that allows replicability and is easily accessible

ALLBUS

Every two years since 1980

Two stage sampling design (of Individuals 18 or older)

Time-series differ in length and frequency

- Some questions are regularly addressed
- Other are repeated every 4, 6, or 10 years

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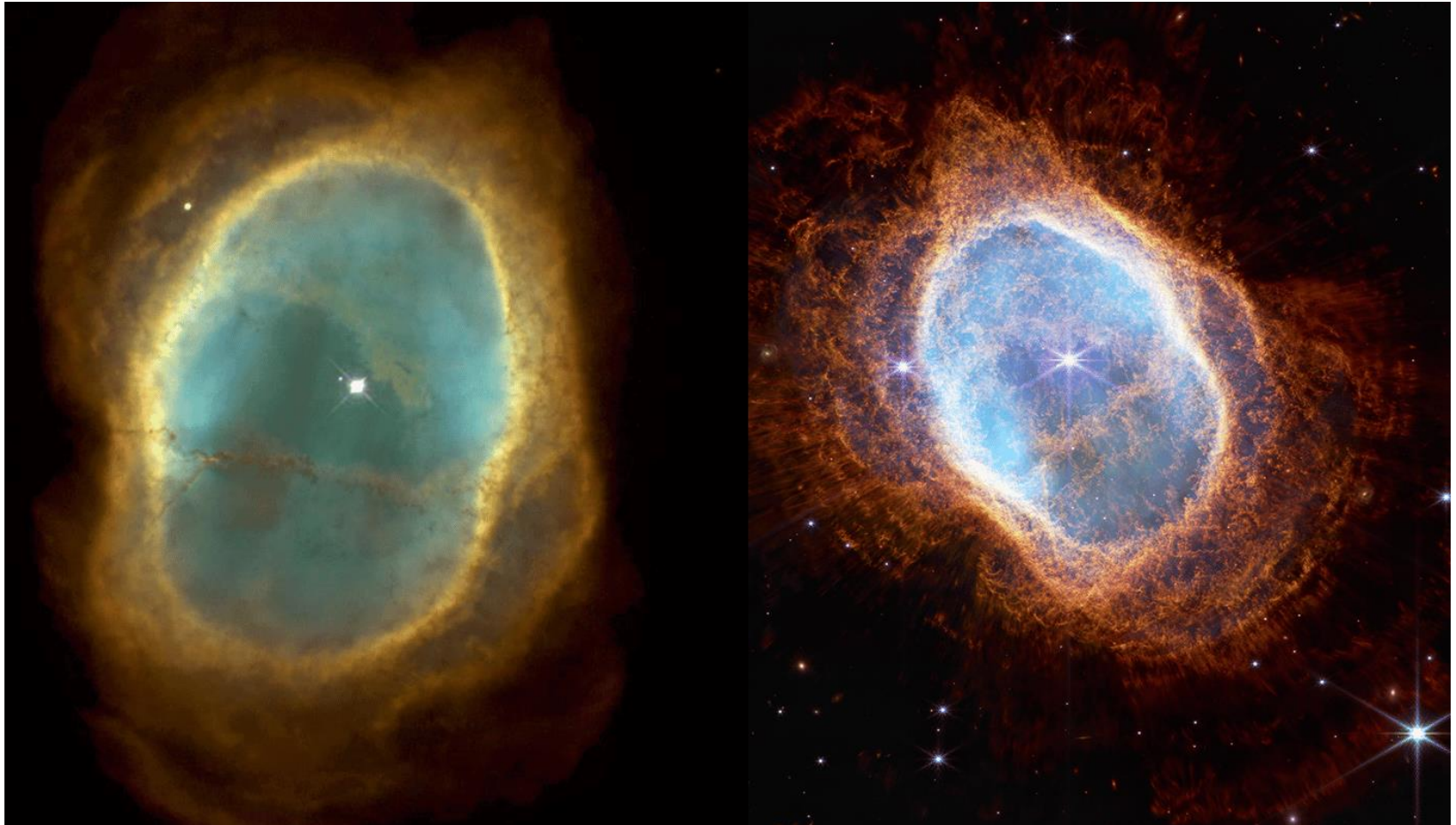
Replication, Innovation of
values in ALLBUS

Food for thought



Replication, Innovation

(and why it matters in other fields; see Southern Ring Nebula)



Hubble, 1998

James Webb, 2022

Replication, Innovation

< Replicate >

The way to measure change, is not to change the measure

< Innovate >

When constant measures produce non-constant measurement, change the measure to measure change

(Smith, 2005)

Replication, Innovation



Replication = ensures comparability with previous data and therefore traces back societal development trends but ignores theoretical progress



Innovation = ensures reliability and accuracy in measuring intangible concepts, but comes at the expense of long-term societal observation



Both = Ideal, yet difficult to achieve without a systematic evaluation of theoretical background and instrument equivalence

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Briefly on values

Values are not a syndrome of the modern times, though our understanding has evolved considerably in the recent decades

From Eduard Spranger's (*1963) six “forms of life”

To Shalom H. Schwartz's (1992) value typologies

Values in ALLBUS

„In der bisherigen Werteforschung ist es relativ unumstritten, dass Werte dauerhafte Orientierungen bzw. Steuerungselemente für Einstellungen und Verhaltensdispositionen widerspiegeln (z.B. Schwartz 1992, Maag 1989).“

(ALLBUS Methods report, 2002)

Translation

In previous research on values, it is relatively uncontroversial that values reflect enduring orientations or guiding principles for attitudes and behavioral dispositions (e.g., Schwartz 1992, Maag 1989).

Values in ALLBUS

Individual value orientations

- 2002, 2012 in thematic module “Religion and worldviews”
- In Klages theory
- With Klages-Gensicke instrument

Societal value expectations

- 2002 in thematic module “Religion and worldviews”
- In Kluckhohn theory
- With Westle-Roßteutscher instrument

Political values

- Periodically assessed
- In Inglehart theory
- With Inglehart-index

Why values? Why now?

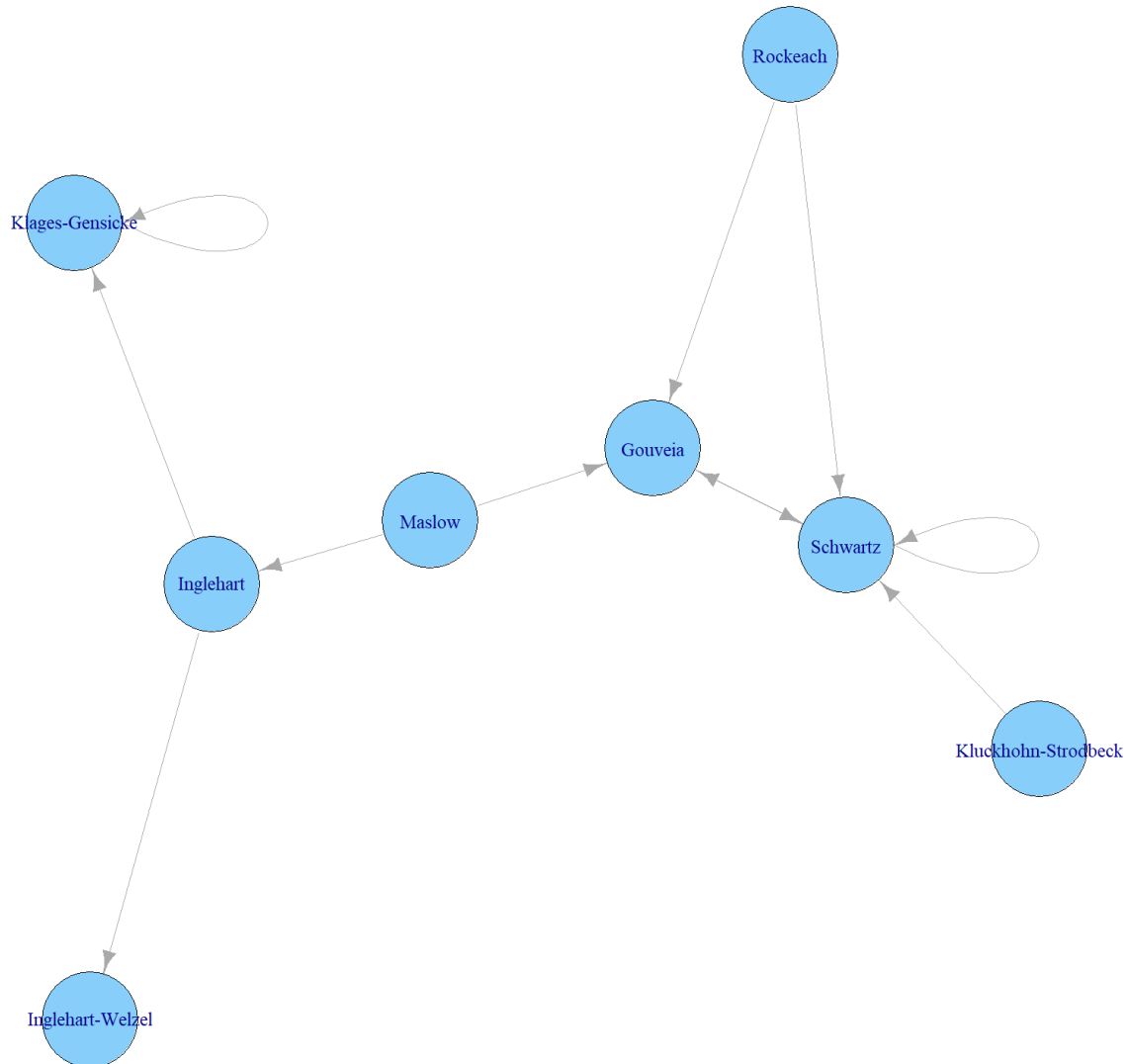
- ALLBUS 2023 will include the thematic module „Religion and worldviews“
- ALLBUS published a call asking the community to suggest new questions to include in the module
- Based on the feedback we engaged in dialog with value researchers in Germany to discuss innovation of the measurement of individual value orientations

Individual value orientations in ALLBUS

Theory of Helmut Klages

- Answer to the initial one-dimensional theory by Roland Inglehart
- 5 values as a synthesis based on two dimensions
- Relevant in Germany
- No longer developed

Prominent value theories



Value theories in surveys in Germany



Value theories in surveys in Germany

Formulations by Schwartz and Inglehart-Welzel dominate the value measurement in Germany

Schwartz focuses on explaining motivational goals of individuals and therefore is a theory that operates at the individual level

Inglehart-Welzel focuses on explaining how the dynamic of societal progress is reflected in values of individuals and therefore is a theory that operates at the level of individual in context of societal realities > usually seen as culture level theory

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Strategy towards balancing replication with innovation



1

What is a feasible instrument to measure the state-of-the-art theory, considering space limitations in the questionnaire?

2

Are older instruments equivalent with newer instruments considering the state-of-the-art theory?

3

Can previous data be used to reproduce the state-of-the-art theory?

4

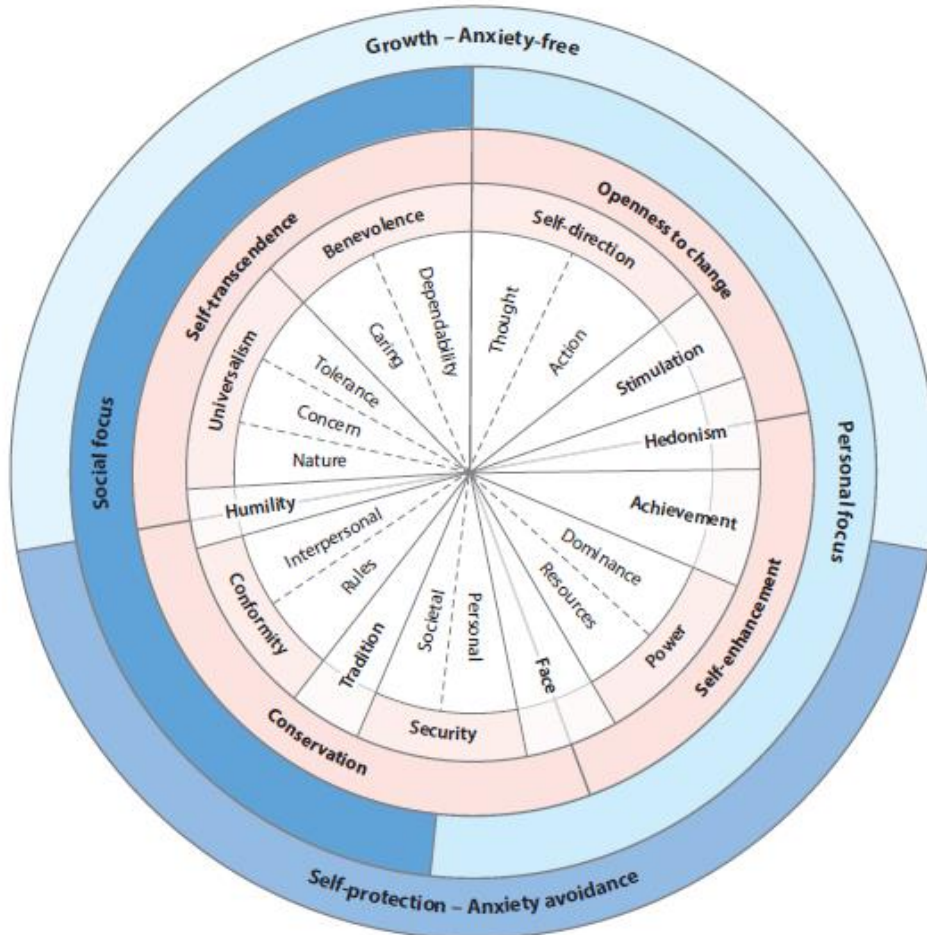
Are associations with other measured constructs stable over the years?

State of the art theory on individual value orientations

Theory of Basic Human Values by Shalom Schwartz -
TBHV

Values are standard beliefs organized according to
content-incompatibility, and this incompatibility is
guiding action

TBHV



SVS (Schwartz Value Survey;
1992)



PVQ (Portrait Value
Questionnaire; 2001, 2012)



Candidate instrument: VaLiGo

- Tailored for large-scale assessment/multi-theme surveys
- Offers a trade-off between ecological/parsimonious assessment and reliable and valid measurement
- Modular concept: nested 10-, 20-, or 30-item version
- Suitable for different survey modes

Partsch, M.V., Schmidt, I., Hähner, P., & Lechner, C. M. (2021). VaLiGo—Measuring Ten Values as Life Goals With a Nested 30–20–10-Item Inventory [Manuscript in preparation]. Department of Survey Design and Methodology, GESIS - Leibniz Institute for the Social Sciences

Measurement equivalence study



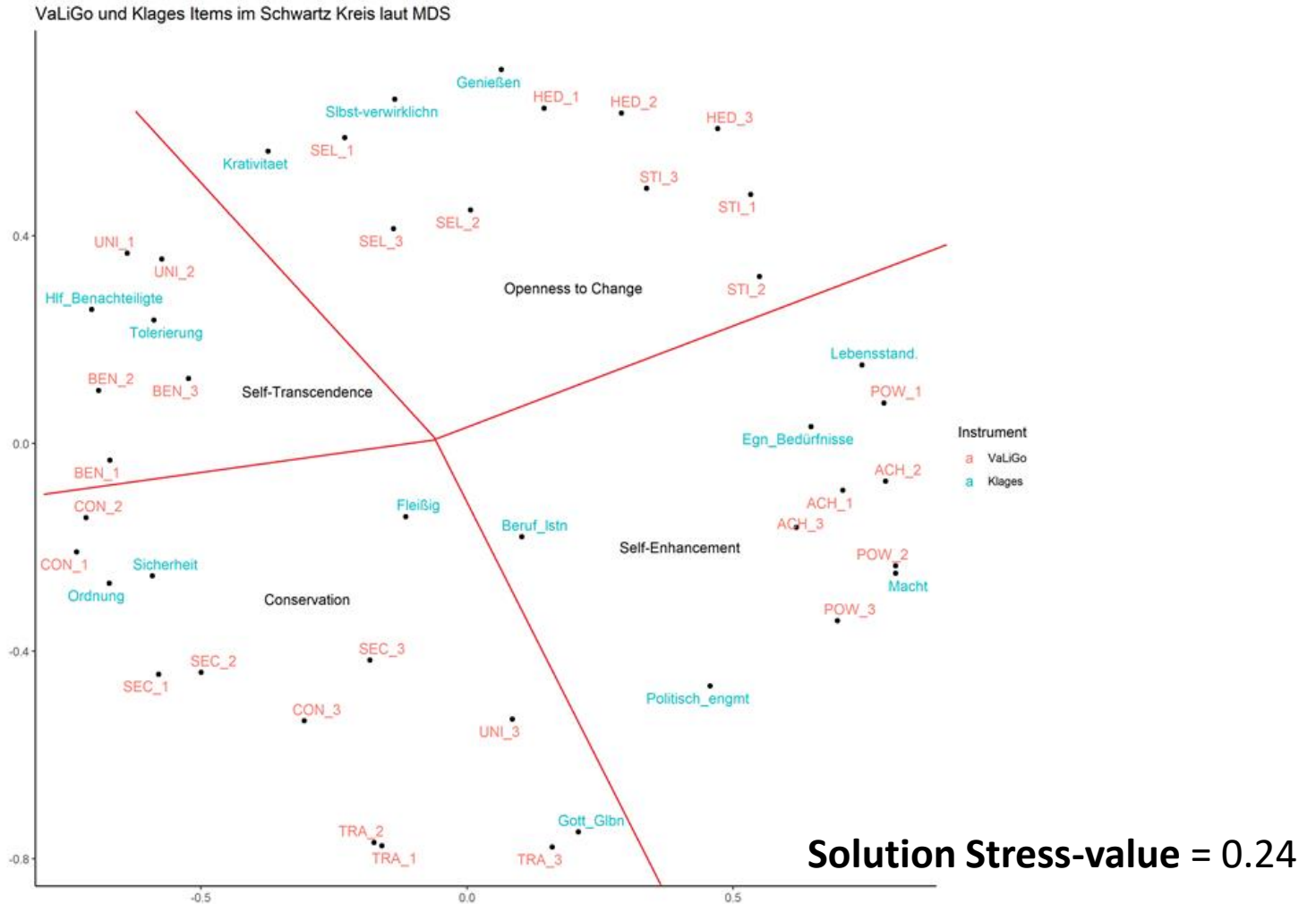
Quota sample N = 794
(Age range=18-65)

VaLiGo = 10,20, and 30 items module

Klages-Gensicke = 14 items

Varying questions from the ALLBUS
program

1. Reconstruction of theory: MDS



Klages items used to reproduce TBHV

Value items	Klages	Schwartz
Respects law and order	Conservation	Conservation
Seeks for security	Conservation	Conservation
Values diligence and ambition	Conservation	Conservation
Develops own phantasy and creativity	Self-actualization	Openness to change
Enjoys the good things in life	Hedonism	Openness to change
To develop oneself	< 2012 item >	Openness to change
To have a high standard of life	Materialism	Self-enhancement
Values power and influence	Materialism	Self-enhancement
Prioritizes own needs over those of others	Hedonism	Self-enhancement
Engages politically and socially	Ideological Engagement	Self-enhancement
Helps those in need and marginalized groups	Ideological Engagement	Self-transcendence
Tolerates also those opinions that one should actually not agree with	Ideological Engagement	Self-transcendence

10-items VaLiGo

Value items

... To excel, to create something special.

... Experiencing community and caring for one another.

... behave appropriately and not cause conflicts.

... to be always cheerful, to enjoy things a lot.

... to be rich and to own a lot.

... avoid any risks and uncertainties.

... to be free and independent.

... to have a varied and exciting everyday life.

... Traditionen und Bräuche zu pflegen.

... to stand up for tolerance and diversity.

Schwartz

Self-enhancement

Self-transcendence

Conservation

Openness to change

Self-enhancement

Conservation

Openness to change

Openness to change

Conservation

Self-transcendence

2. Instrument reliability

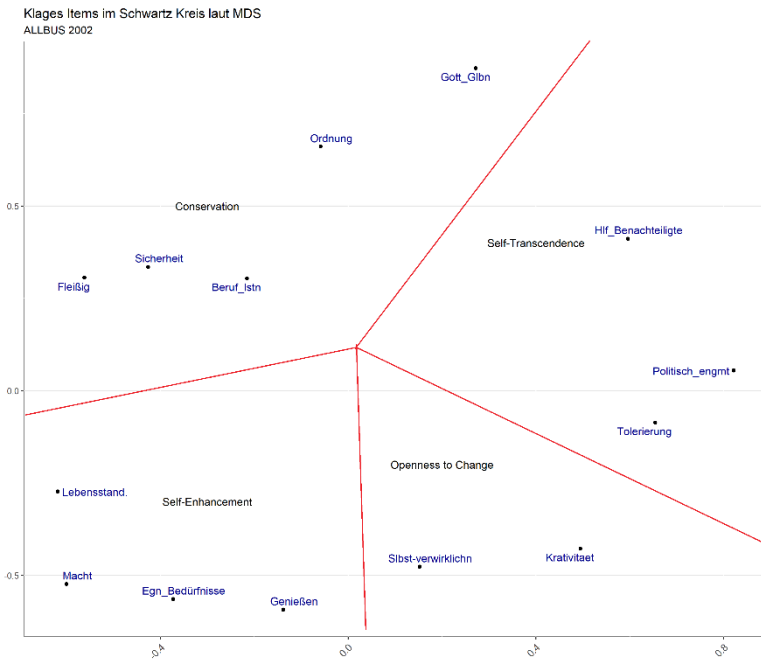
Indices	alpha	ci_low	ci_high
OCH_klages	0.72	0.68	0.74
SEN_klages	0.56	0.46	0.62
CON_klages	0.68	0.62	0.72
STR_klages	0.68	0.64	0.73
SEN_valigo	0.66	0.60	0.71
STR_valigo	0.59	0.52	0.65
CON_valigo	0.62	0.54	0.66
OCH_valigo	0.71	0.66	0.74
Migration Attitudes	0.87	0.86	0.89
Traditional Gender Roles	0.49	0.40	0.55
Modern Gender Roles	0.77	0.75	0.79
Religious fundamentalism	0.89	0.87	0.91

3. Discriminant validity

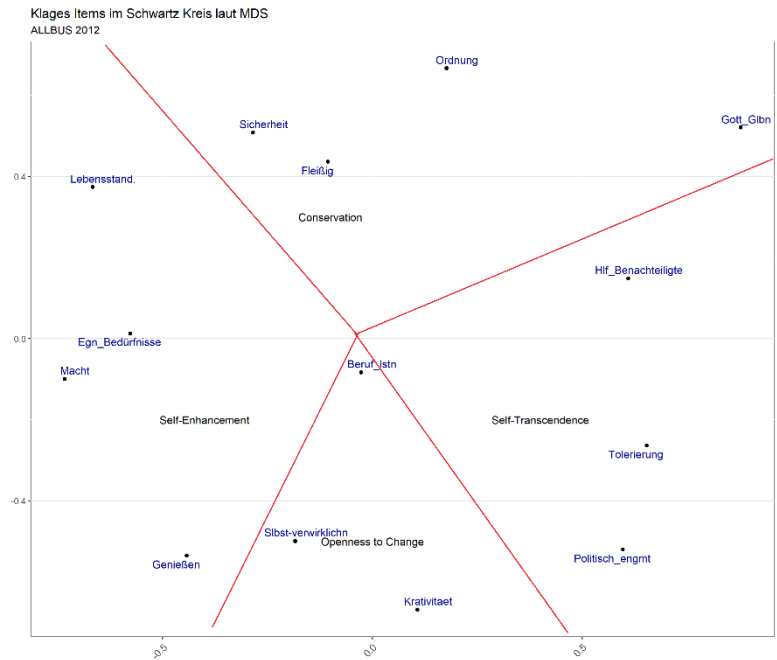
Indices	Migration Attitudes	Traditional Gender Roles	Modern Gender Roles	Religious fundamentalism
CON_klages	0.05	-0.14	0.13	-0.18
CON_valigo	0.20	0.09	-0.06	0.15
OCH_klages	-0.13	-0.18	0.03	-0.23
OCH_valigo	-0.02	-0.07	0.04	-0.14
SEN_klages	0.26	0.30	-0.16	0.31
SEN_valigo	0.10	0.16	-0.09	0.12
STR_klages	-0.34	-0.12	0.06	-0.03
STR_valigo	-0.37	-0.23	0.15	-0.18

TBHV in previous ALLBUS data

2002



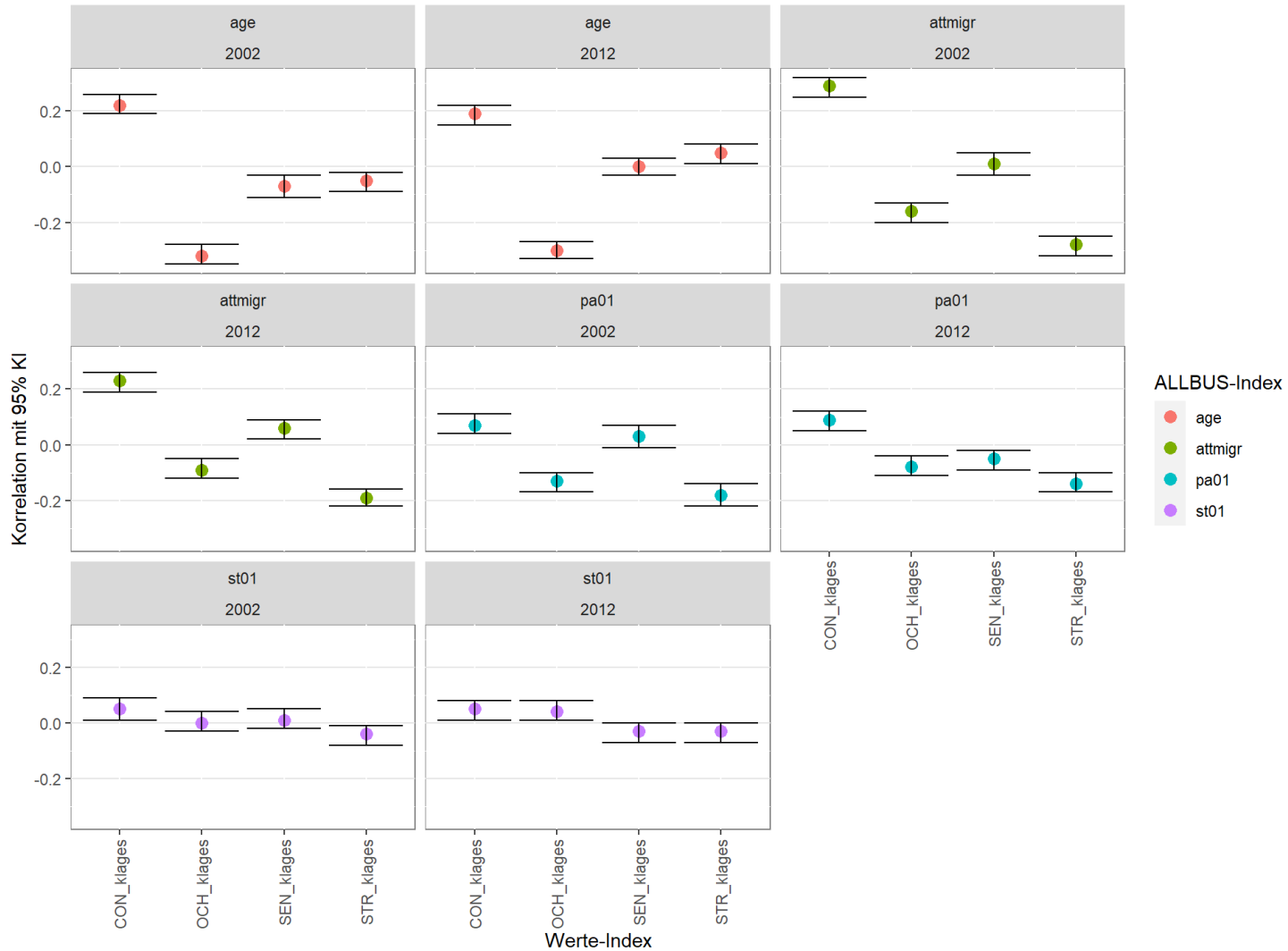
2012



Stability of correlations with varying items

Korrelationen

ALLBUS- und Werte-Indices



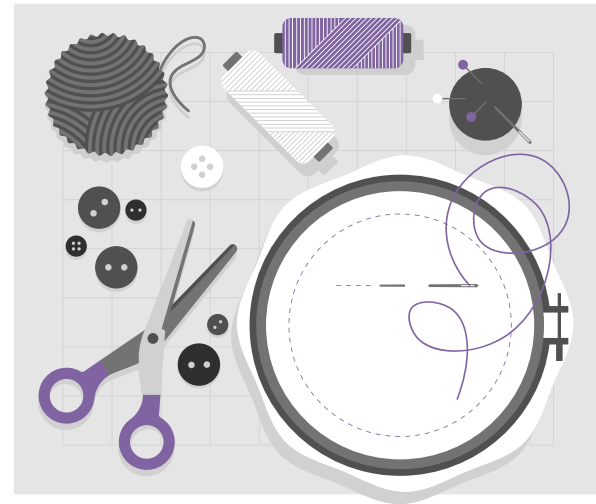
Knitting a solution

Candidate instrument and current instrument both can reproduce the TBHV

Scale reliabilities are in both cases good to very good

Discriminant validity is in some instances different between instruments **so it should be considered when aggregating data from previous studies**

Correlation with varying other constructs in the ALLBUS program is highly robust



Values in ALLBUS 2023

- In split: a 10-items version of VaLiGo
- In split: Klages-Gensicke
- Inglehart-Index

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Are we missing out on research and policy-making opportunities by not using available data sources from long-running surveys? (e.g., value development over 20 years)



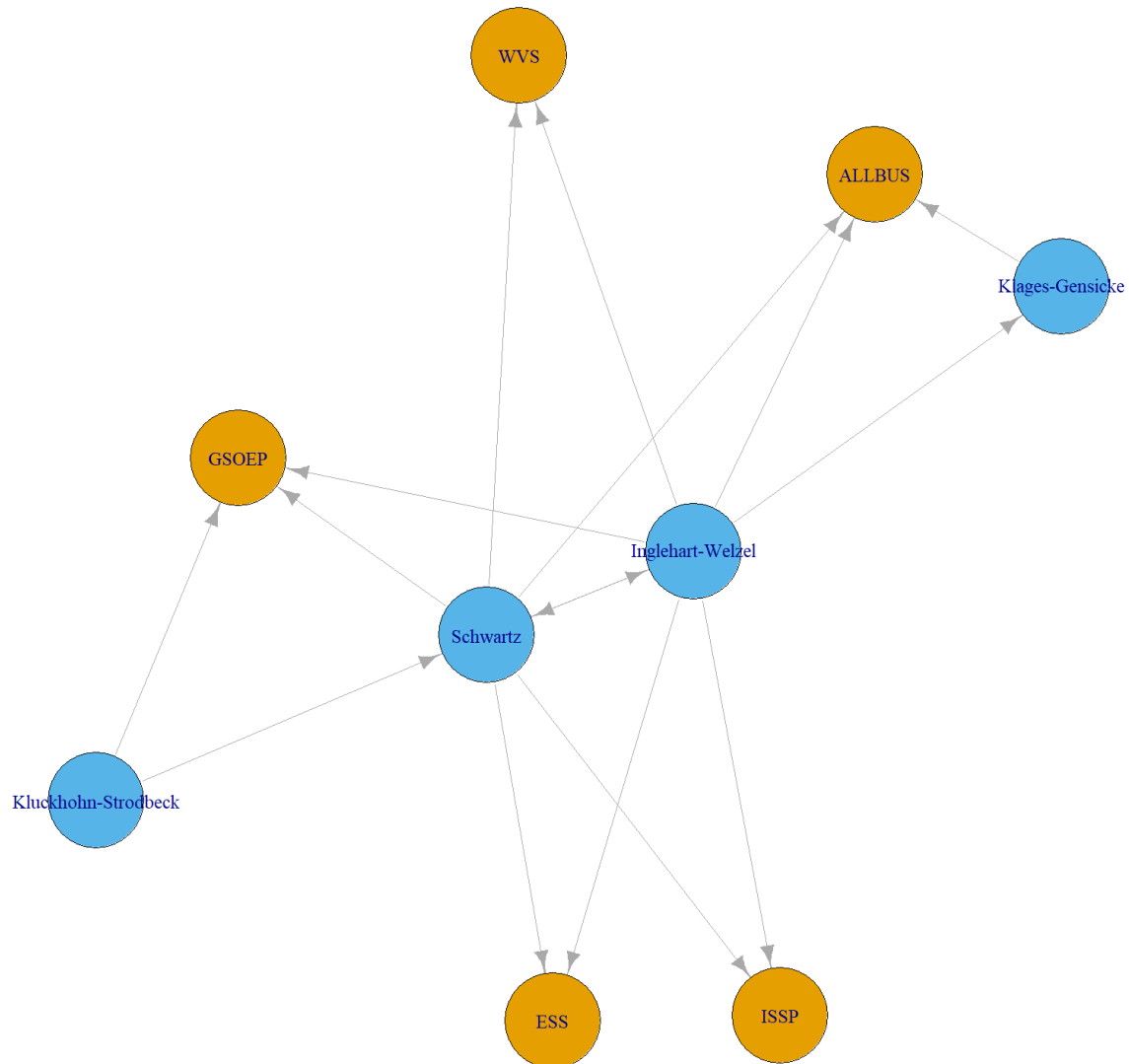
What is it appropriate

Continue with an outdated instrument
Drastic change, and lose comparability with the past
Find a middle ground which however requires resources and appropriate testing

Food for thought on values in ALLBUS 2023

- Changes in time series built with 2002, 2012 and 2023 data should be carefully interpreted
- Schwartz value theory is still developing and so it can be replaced in the future with newer state-of-the-art ones

What if: Integrated surveys



Thank you !

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- May 16 Jan-Lucas Schanze, Anja Böller, Oshrat Hochman: **Implementing the European Social Survey (ESS) in self-completion modes**
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- Jul 18 Adrian Stanciu: **Value Measurement in ALLBUS: between Innovation and Replication**
- Sep 15 Pablo Christmann, Nina Schumann: **Das familiendemografische Panel (FReDA): Nutzungspotentiale für die Forschung**
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Thank you for participating!