

APPLYING VALUES AND IDENTITIES TO POLICYMAKING

For any policy initiative, ask yourself ‘How does it correspond to citizens’ most important values in life?’

This figure will help you think in a structured way about different values based on a model replicated in over 200 samples in 80 countries.

1 What are the core values of citizens?

Citizens' values can be divided into **four general directions** ('higher order values: Self-transcendence, Openness to change, Conservation, Self-enhancement').

What to do:

Think about how the policy problem is seen through the lens of each value. For example, how is someone who values Self-enhancement thinking about the facts, what would they like to know? What is their top concern?

2 Can we be more precise?

Going deeper will help you design policy that respects citizens' values. Each of the general value directions summarises several personal values.

What to do:

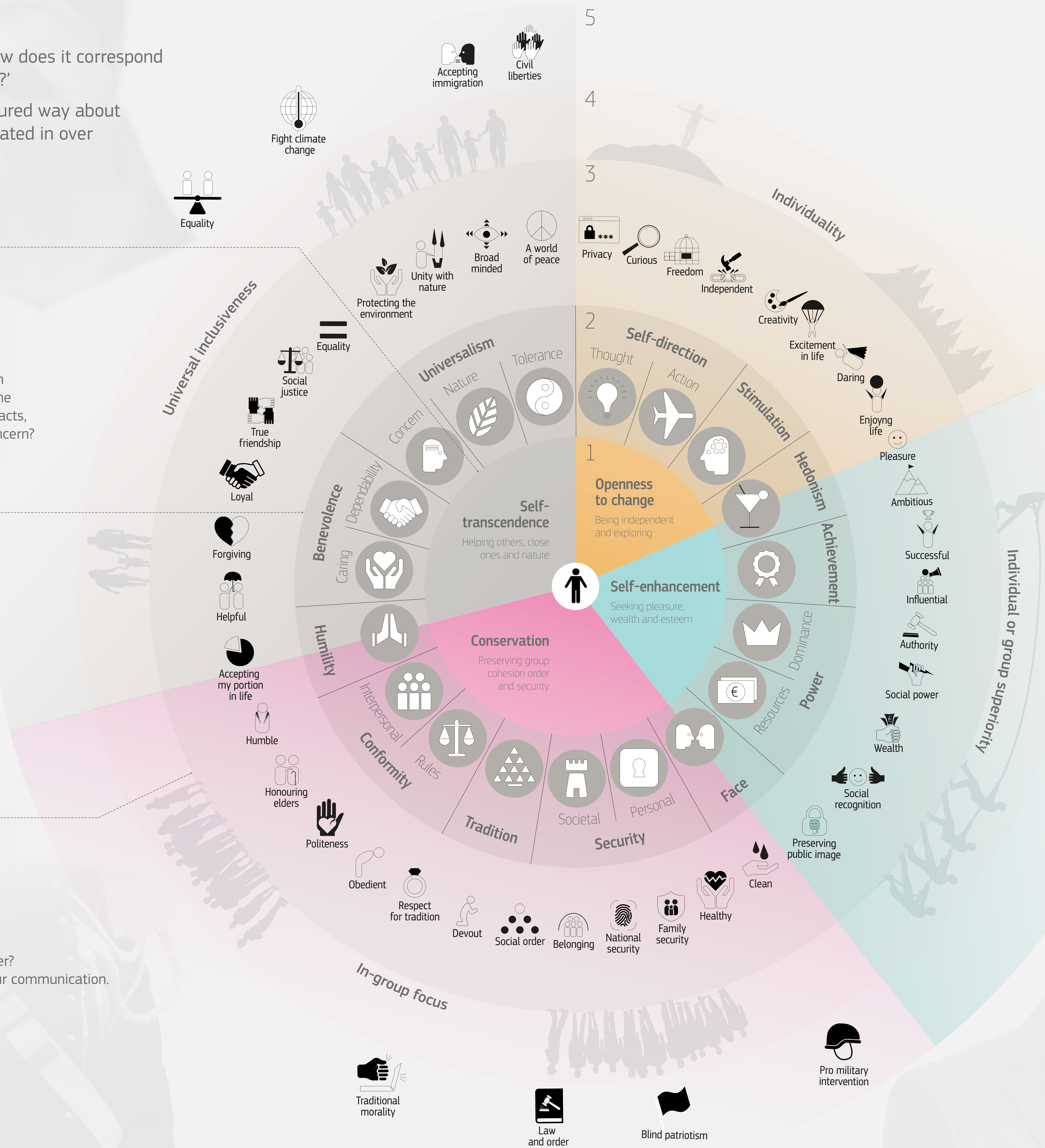
- Ask yourself ‘What would a preferred solution to the problem look like through each of the values lenses?’
- What solutions would be especially problematic?
- Are there solutions for all values or is a trade-off needed?

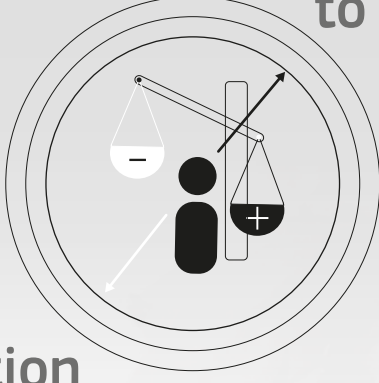

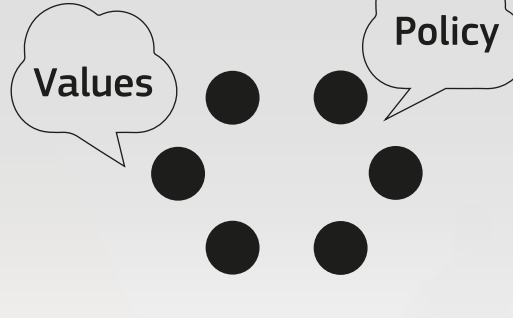
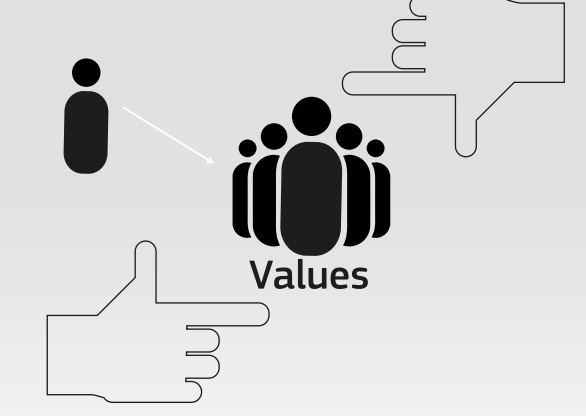
3 How to communicate policies?

Learning about how citizens and politicians describe policies in values terms will help make sense of the debate and communicate better.

What to do:

Listen to the debate about the policy issue and identify the values terms used. What values are expressed and how do they relate to each other? Where are values in tension? Apply this in own your communication.



HOW VALUES WORK	
Opposition effect  Conservation If one value is very important for a person, he/she is less likely to attach importance to values further away on the circle	Complementarity effect  Stimulation Hedonism If one value is very important for a person, he/she is more likely to attach importance to nearby values on the circle.
Instantiation effect  Identify the values terms used during the debate Connecting policies to citizens' values can help make policies more effective and more understandable.	Values to social identity  Some people are more prone to be interested in group perspectives than others. Values reflect this fact.

4 Keep social identities in mind!

Values are important, but citizens also care about what their social groups think and how they are affected. Social groups include family, local or religious communities, national identity as well as political parties.

What to do:

Think about which groups are important to a policy issue, which are likely to enter the debate or be affected.

5 What's the big picture in politics?

For each value, studies have shown a correlation to major political attitudes. Knowing these allows you to navigate hotly debated issues.

What to do:

Understand the values behind each political attitude and learn how to address them when designing policies.

