That Certain Feeling

(A Self-tutorial Packet on "Value Concepts")

COOPERATIVE EXTENSION SERVICE / UNIVERSITY OF HAWAII / CIRCULAR 484

DEC 9 1974
VALUE CONCEPTS LEARNING PACKET

Subject Matter Concepts Assembled by:
Ms. Colleen Takahashi
Graduate Student
Home Economics Education
University of Hawaii

Format and Production by:
Mrs. Bernardine Alexander
Education Communications Specialist
Expanded Nutrition Program
Cooperative Extension Service
University of Hawaii

Editorial Supervision by:
Dr. Verda M. Dale
Chairman and Specialist
Department of Home Economics
University of Hawaii
Aloha!
Come with me to learn why you feel things *ought* to be certain ways!

**HERE'S HOW TO USE THE BOOK**

You may be asked to:

**MAKE A LIST**

1. __________
2. __________
3. __________

**CHECK A BOX**

1. A carrot is a:
   - [ ] Fruit
   - [ ] Vegetable
   - [ ] Meat

**CIRCLE AN ANSWER**

1. A picture of a carrot is:

   ![Milk, Carrot, Coffee Cup]

**FILL IN A BLANK**

1. A carrot is a __________
"10 Things I Love To Do"

1. Complete the following exercises:

As quickly as you can, list 10 things you truly enjoy doing. List things in life which you really, really love to do.

(There are no right or wrong answers about what you should like.)

Tear along this line when you’ve completed your list and place it on the following page.

---

1

10 THINGS I LOVE TO DO

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.
10 THINGS I LOVE TO DO

PLACE YOUR COMPLETED FORM HERE.

<table>
<thead>
<tr>
<th>4</th>
<th>S</th>
<th>P</th>
<th>A</th>
<th>5</th>
<th>5</th>
<th>*</th>
<th>Date</th>
</tr>
</thead>
</table>

**TOTALS**

2

Now place a check next to each activity in the appropriate column according to the key below.

This is what each symbol means:

- **4** = activities requiring over one hour of your time, each time
- **S** = activity cost $5 or more each time you do it
- **P** = activity that involves other people
- **A** = activity done alone
- **5** = activity that would not have made your list 5 years ago
- **§** = activity that you will outgrow in 5 years
- ***** = your 5 most favorite activities
- **Date** = as close as possible list the last time you did each activity

Count the checks made in each column. Total the number at the bottom. There may be more than one check for each activity.

To see what your score means...
2
Look back at your list and your scores.

Questions To Think About:

1. I had the highest number of checks in the_______ column. More than half of my activities fell into this category. This probably reflects a very strong value which greatly influences my behavior.

2. Look at your total score for the ____ $ ____ column. Did you find you need lots of money to enjoy yourself; to do the things you love? How important a factor was money in doing the things you love?

3. Compare the total number of P's and A's you have. Are you more group-oriented or do you prefer to do things by yourself?

4. Did you have more S's than @'s? What does this show about how strongly you feel or value things? Do you think it really reflects how you feel? If your answer is yes, it probably is in conflict with some of your values.

5. Look at the dates when you last did these activities. Which activity was done the most recently? Which one was performed a long time ago? Are there some things you like to do that you haven't done lately? Why? What could you do about this?

6. Did you learn something new about yourself from this exercise? Write one sentence that best describes how you feel about your activities.

Now that you have explored some of your value-oriented activities, wouldn't you like to know WHY you do these things? If so, turn the page.
Why do you do the things you do?
VALUES, that's why.
What you don't know what a VALUE is?
Well, here's a poem about VALUES. Read it carefully and fill in the blanks with the right words.

VALUES
Values are your feelings of what ought to be.
And they help you decide "what is important to me?"
Look at your __________ to know where you stand,
Use them in deciding what you should plan.
Each of your __________ will help you go far
So be sure that you know what your __________ are!
CONGRATULATIONS!
You have just taken the first big step in finding out who you are and why you do the things you do.

VALUES are what you feel is right, desirable, and proper.

Your feelings of what ought to be, are called ____________________.
Values are **learned**. When you are exposed to something over and over again, you learn to feel that this is the way it ought to be, and you don't feel right if you don't do it.

Your values are influenced by your *ENVIRONMENT* which includes:

1. Home and family
2. Friends
3. Country
4. Culture
5. Mass media
6. Religion

From your standpoint, which of the above mentioned environmental influences have greatly affected your values? 

In the cartoon above, what in the *ENVIRONMENT* influences your thinking?

- Mass media—T.V.
- Home and family
- Religion

Things in the __________ such as the mass media—T.V. influence your values.
People of different cultures from different countries have different VALUES.

In some cultures, . . .

Is an overweight person considered desirable in some cultures?  □ Yes  □ No
Is being overweight a desired characteristic of the American people? □ Yes  □ No

Fat is Beautiful!

Your ______________ are sometimes influenced by your country and culture.
Health, love, security, and happiness are QUALITIES some people treasure. These QUALITIES are represented by your values.

Values represent the ________________ in life you cherish.
Values make the things for which you strive important. What you strive for are called GOALS.

Listed below are GOALS some people strive for:
- A good education
- A well-paying job with good working conditions and excellent fringe benefits
- A successful marriage
- A family to take care of
- A home of your own
- Tremendous monetary wealth
- Fame and fortune
- Becoming a doctor
- Committing the perfect crime

Now list your personal and family goals—in life.

1. 
2. 
3. 
4. 

Your values represent the ________ you strive for in life.
Values concerned with what is good and right behavior are called **MORAL** values.

Read carefully the proverbs or sayings below.

A. Two wrongs don’t make a right.
B. Turn the other cheek.
C. Do unto others as you would have them do unto you.
D. Love thy neighbor as thyself.

Which of these proverbs refer to **MORAL** values that concern standards of behavior?

☐ A  ☐ B  ☐ C  ☐ D  ☐ all
☐ none of the above
II

Which of the following would be considered *MORAL* values?

1. □ Returning a purse that you found to its rightful owner
2. □ Telling the truth
3. □ Shoplifting
4. □ Taking care of an injured animal
5. □ Cheating on income tax forms
6. □ Having your hair done
7. □ Switching prices at the supermarket

I don't feel shoplifting is good or right!
Values can also be concerned with what is beautiful. These values are called *aesthetic* values.

Look at the following drawings. Here are some things that represent what is beautiful to some people.

- A plumeria flower
- A girl with a good figure in a bikini
- The beach at sunset
- A pretty smile

Each of these drawings refers to an ____________ value.
Closely related to aesthetic values are *sensual* values. *Sensual* values are concerned with what makes us feel good when they involve our five senses of touch, taste, smell, sight, and sound.

Values that are concerned with what makes us feel good through our senses are called __________ values.

Touching, smelling, tasting, seeing, and hearing all affect our ______________ values.
PUT YOUR EAR ON THIS SPOT TO HEAR A SOUND THAT IS RARE IN OUR TIMES!
Values that are called *ECONOMIC* values can involve more than just money. Any time you trade something for something else, for a profit, it is an *ECONOMIC* action.

Here are some examples that reflect *ECONOMIC* Values:

A. Taking adult education courses for job-improvement.
B. Working for something you want.
C. Saving money to provide for a rainy day.
D. Spending time on do-it-yourself projects like painting the house.

It's how you feel about a thing that makes it a value.

You mean when I sew a shirt for my husband, that's an economic value?

Only if he *likes* it, then it is an economic value.

Your __________ values are reflected whenever you trade something for something else, for a profit.
Now you know that *ECONOMIC* values are concerned with "what is profitable." But I bet you didn’t know profit can be measured in terms of personal satisfaction as well as money. *ECONOMIC* values can involve time, effort, money, or any of your other resources.

15

a. Depositing money in a bank savings account to gain interest is a(n) ___________ value.
b. Believing in equal rights, freedom and justice for all is a(n) ___________ value.
c. Cleaning the house when it’s messy is a(n) ___________ value.
d. Growing your own vegetables is a(n) ___________ value.
Suppose you inherited a thousand dollars, what would you do with it? (Divide the thousand dollars according to how you would spend it.)

$_______  $_______  $_______  $_______  $_______
for_______ for_______ for_______ for_______ for_______

Did you spend all of your money?  □ Yes  □ No

How much money did you spend for the following?
A. Things that give you immediate results  $_______  
B. Things that don’t last  $_______  
C. Things that give you long-lasting results  $_______  
D. Things from which you will make money.  $_______

You used most of your money for:
□ A.  □ B.  □ C.  □ D.  □ or Others:  ___________

□ A.  □ B.  □ C.  □ D.  □ or Others:  ___________
Values concerned with creating social images are called PRESTIGE values. PRESTIGE values are values people have about certain things because these things create a desirable image of them.

Picture this: Neighbors are looking out the window and making comments about the people moving in next door to them.

Which item(s) is being used to express a prestige value held by the neighbors?

- a T.V.-stereo combination
- a rusty 1960 automobile
- a frost-free icemaker refrigerator-freezer combination
- a grand piano
- a boat
- all of the above
- none of the above

People form opinions of other people by the way they dress, the things they own, the friends they have, and other material things.

__________ values influence these opinions people form of others.
I wish I had that thousand dollars!

All except the rusty automobile.

PRESTIGE

In our life, values are used to determine what we consider to be useful. These values concerned with the question, “what is useful?”, are called PRAGMATIC or PRACTICAL values.

The question, “what is _______?” helps us identify our PRAGMATIC or _______ values.
Jane, a mother of four and a housewife, has been named a winner in a supermarket drawing. She is given a choice in prizes. She can either take a week’s expense-paid trip to a neighboring state or accept a new washer-dryer combination as her prize.

Jane asks herself the question, “What is ___________?”

Jane has several options open to her. She can:
A. Take the washer-dryer combination because it would help her in her household chores.
B. Take the trip because she’s sick and tired, and wants to get a change of scenery.
C. Sell the washer-dryer combination for cash because her insurance payment is due soon.
D. Trade the washer-dryer combination for another appliance she needs more.

Which of the above statements express PRAGMATIC values?

☐ Statement A
☐ Statement B
☐ Statement C
☐ Statement D
☐ All of the above
☐ None of the above
Values that are concerned with religion are called *SPIRITUAL* values. Our *SPIRITUAL* values are concerned with what is beyond man.

Which of the following would be considered *SPIRITUAL* values?

- [ ] Attending religious services regularly
- [ ] Wearing a religious symbol
- [ ] Lighting a candle at the church altar
- [ ] Getting married in church
- [ ] Having your child baptized
- [ ] Seeing the movie, "Jesus Christ, Superstar"

Values dealing with religion and what is beyond man are called_________________________values.
Therefore, values are concerned with all of life. Values are concerned with:

1. What is good and right behavior
2. What is beautiful
3. What makes us feel good
4. What is profitable
5. What creates a good social image
6. What is useful
7. What is beyond man

Values concerned with no. 1 are called:
- Economic values
- Pragmatic values
- Moral values
- Aesthetic values
- Sensual values
- Prestige values
- Spiritual values

Values concerned with no. 5 are called:
- Economic values
- Pragmatic values
- Moral values
- Aesthetic values
- Sensual values
- Prestige values
- Spiritual values
CONGRATULATIONS FOR MAKING IT ALL THE WAY TO THE END!
NOW TO REFRESH YOUR MEMORY—
THESE ARE THE VALUE CONCEPTS YOU'VE JUST LEARNED:

I. DEFINITION OF VALUES
   Values are feelings of what ought to be.
   Values are learned; you are not born with them.
   Values are influenced by your environment.
   Each individual has his own set of values.
   The qualities in life you treasure are represented by your values.
   Values make the goals for which you strive important.

II. CLASSIFICATION OF VALUES
   Moral values: What is good and right behavior?
   Aesthetic values: What is beautiful?
   Sensual values: What makes us feel good?
   Economic values: What is profitable?
   Prestige values: What is a desirable image?
   Pragmatic values: What is useful?
   Spiritual values: What is beyond man?
NOW CHECK WHAT YOU'VE LEARNED ABOUT VALUES

1. Values are ________ of what ought to be.
   □ goals     □ actions     □ feelings     □ words

2. You are born with your values.
   □ True     □ False

3. Your________ influences your values.
   □ home and family     □ environment     □ religion
   □ friends       □ all 4 listed     □ none of those listed

4. Your________ values are reflected when you profit from an exchange of resources.
   □ aesthetic     □ spiritual     □ economic     □ moral

5. Returning a lost wallet reflects a ________ value.
   □ spiritual     □ moral     □ pragmatic     □ prestige

6. The question, “what is useful?” is concerned with ________ values.
   □ moral     □ economic     □ pragmatic     □ spiritual

7. We all have the same set of values.
   □ True     □ False

8. ________ values are concerned with creating a desirable image.
   □ moral     □ economic     □ prestige     □ spiritual

9. Values concerned with touching, tasting, smelling, hearing, and seeing, are called ________ values.
   □ sensual     □ spiritual     □ economic     □ pragmatic

10. Spiritual values are concerned with________ .
    □ money     □ our five senses     □ religion     □ fashion
<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>feelings</td>
<td>6.</td>
<td>pragmatic</td>
</tr>
<tr>
<td>2.</td>
<td>false</td>
<td>7.</td>
<td>false</td>
</tr>
<tr>
<td>3.</td>
<td>all 4 listed</td>
<td>8.</td>
<td>prestige</td>
</tr>
<tr>
<td>4.</td>
<td>economic</td>
<td>9.</td>
<td>sensual</td>
</tr>
<tr>
<td>5.</td>
<td>moral</td>
<td>10.</td>
<td>religion</td>
</tr>
</tbody>
</table>
PLEASE KOKUA WITH YOUR COMMENTS AND TELL US HOW YOU LIKED THESE LESSONS ON VALUES.

My opinions about this course are:

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Name ____________________________

Address ____________________________

Phone ____________________________
The Hawaii Cooperative Extension Service provides equal opportunities in its programs and employment.

Hawaii residents may order single copies of publications free of charge from county offices. Quantities of any one publication are sold at cost. Quotations will be furnished on written request to Agricultural Publications and Information Office, College of Tropical Agriculture, 2500 Dole Street, Krauss Hall, Room 107, Honolulu, Hawaii 96822. Price per copy to bulk users, 45¢ per copy.