Universal Values

1. Peace of Mind
   Being tranquil, calm; having inner harmony; living in a state of peace with the world

2. Personal Contentment/Gratification
   Having a sense of personal satisfaction; happiness, self-fulfillment; a sense of well-being, living comfortably

3. Self-Preservation
   Staying alive; living a long life; not dying

4. Security
   Job security; financial security; having a good livelihood

5. Enjoyment
   Having fun; enjoying life; taking pleasure

6. Self-Esteem
   Self-respect, self-worth; pride; feeling good about self; self-confidence

7. Belonging /Acceptance
   Feeling accepted, fitting in with a group, being a part of something; not feeling different; social recognition

8. True Friendship
   Closeness, companionship

9. Freedom
   Being free to make choices; independence; autonomy

10. Control
    Having power; being able to make the decisions

11. Accomplishment
    Achievements, meeting goals, competence that shows results

12. Family/Take Care of Family
    Responsible; safeguarding; carrying out familiar obligations

13. Well-Being of Future Generations
    Loving children; investing in children; striving so that future generations will be better off

14. Caring for Others
    Concern for fellow human beings; altruism; compassion; empathetic

15. Trust
    Integrity; character; honesty

16. Salvation/Eternal Life
    Belief in life after death; reward/punishment in after life

17. World at Peace
    Avoid bloodshed, war; various people living in cooperation with one another

18. Future of Planet/Preserve the Earth
    Saving the environment; protecting Nature; believing natural resources should be preserved

19. Equality/ Brotherhhood
    Equal opportunity for all; egalitarian

20. National Security
    Patriotism; loyalty to country; behaving as a good citizen

21. Respect for Life
    Belief in sanctity of all forms of life

22. Wisdom/Understanding
    Being mature; having insight, a broad perspective; self-knowledge and knowledge of others

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