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Value System Processing Study Guide

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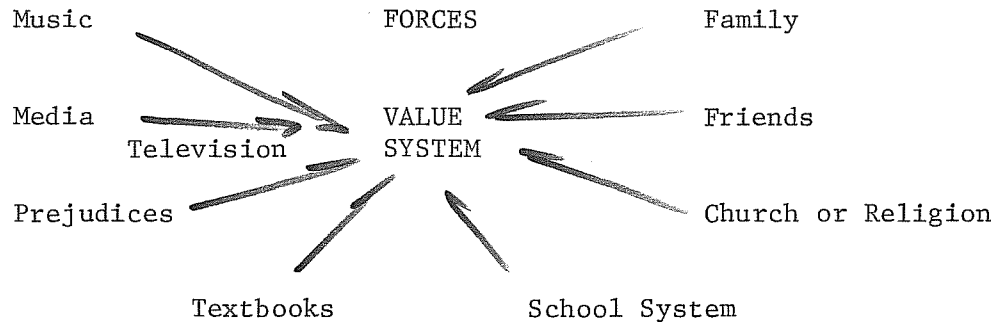
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VALUE SYSTEM PROCESSING

Dr. Morris Massey

| | | |
|----|------------------|---|
| 1. | <u>Age Group</u> | <u>Value Period</u> |
| | 1-7 | Imprinting |
| | 8-13 | Modelling (imitation of heroes) |
| | 14-21 | Socialization (relation to significant others) |
| | 21 and over | Significant Emotional Event may shift gut-level values) |

2. Value System Processing



3. Gut-Level Values

| Current Age | When Value Programmed | Influence Factor |
|-------------|-----------------------|--|
| 60 | 1920s | World War I (patriotism) Close family (woman: mother, housewife) (man: work-oriented) Flappers (the rebellious youth) Model T (for kicks) |
| 50 | 1930s | Depression (economic hardship) Security (hardship meant insecurity) |
| 40 | 1940s | World War II Win (commitment to victory) Family decay (women went to work) Mobility (discovery of new ways to live) (materialism) (kindergarten) |
| 30 | 1950s | Affluence (the good life) Indulged kids (give and take) Dr. Spock (permissiveness) Television (need for intensity, boredom) Hair (irritated older generations) |