

The Silent Revolution

Changing Values and Political Styles Among Western Publics

Changing Values and Skills Among Western Publics

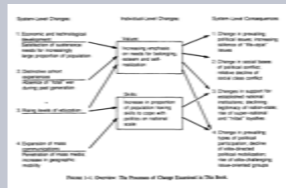
a significant shift is also taking place in the **distribution of political skills**. An increasingly large proportion of the public is coming to have sufficient interest and understanding of national and international politics to participate in decision-making at this level.

Current changes enable them to play an increasingly active role in formulating policy, and to engage in what might be called "elite-challenging" as opposed to "elite-directed" activities

One aspect of the change in values, we believe, is a **decline in the legitimacy of hierarchical authority**, patriotism, religion, and so on, which leads to declining confidence in institutions

Counter-trends

Undoubtedly there will be counter-trends that will slow the process of change and even reverse it for given periods of time. But the principal evolutionary drift is the result of structural changes taking place in advanced industrial societies and is unlikely to be changed unless there are major alterations in the very nature of those societies.



Technological Innovation

The threat of technological innovation ties these changes together. Technology has made possible the unprecedented productivity that underpins advanced industrial society; it renders expanded educational opportunities both necessary and possible; it has created the contemporary mass media; and it involves men and women in drastic shifts in personal environment that uproot them from previous patterns

The Nature of Value Change

SOURCES of Value Change

The unprecedented prosperity (1950-1970) and absence of total war

Work of Abraham Maslow is particularly interesting, for it suggests a specific direction in which value change will move under given conditions. Maslow argues that people act to fulfill a number of different needs, which are pursued in hierarchical order, according to their relative urgency for survival. Top priority is given to the satisfaction of physiological needs as long as they are in short supply. (...) But when at least minimal economic and physical security are present, the needs for love, belonging, and esteem become increasingly important; and later, a set of goals related to intellectual and aesthetic satisfaction looms large. There does not seem to be any clear hierarchy within the last set of needs, which Maslow called "self-actualization needs."

Individual's outlook on life

Do the Materialist/ Post-Materialist value categories reflect a central aspect of the individual's outlook on life, with pervasive ramifications among his political attitudes? Yes, quite impressively. Our **value typology proves to be a sensitive indicator of a broad range of political preferences.**

1970-72 Surveys

of the Materialist/ Post-Materialist values

Age Cohort	Materialist		Post-Materialist		Materialist		Post-Materialist		Materialist		Post-Materialist	
	Min.	P. Max.	Min.	P. Max.	Min.	P. Max.	Min.	P. Max.	Min.	P. Max.	Min.	P. Max.
18-24	15	45	55	85	15	45	55	85	15	45	55	85
25-34	15	45	55	85	15	45	55	85	15	45	55	85
35-44	15	45	55	85	15	45	55	85	15	45	55	85
45-54	15	45	55	85	15	45	55	85	15	45	55	85
55-64	15	45	55	85	15	45	55	85	15	45	55	85
65-74	15	45	55	85	15	45	55	85	15	45	55	85
75-84	15	45	55	85	15	45	55	85	15	45	55	85
85-94	15	45	55	85	15	45	55	85	15	45	55	85
95-104	15	45	55	85	15	45	55	85	15	45	55	85
105-114	15	45	55	85	15	45	55	85	15	45	55	85
115-124	15	45	55	85	15	45	55	85	15	45	55	85
125-134	15	45	55	85	15	45	55	85	15	45	55	85
135-144	15	45	55	85	15	45	55	85	15	45	55	85
145-154	15	45	55	85	15	45	55	85	15	45	55	85
155-164	15	45	55	85	15	45	55	85	15	45	55	85
165-174	15	45	55	85	15	45	55	85	15	45	55	85
175-184	15	45	55	85	15	45	55	85	15	45	55	85
185-194	15	45	55	85	15	45	55	85	15	45	55	85
195-204	15	45	55	85	15	45	55	85	15	45	55	85
205-214	15	45	55	85	15	45	55	85	15	45	55	85
215-224	15	45	55	85	15	45	55	85	15	45	55	85
225-234	15	45	55	85	15	45	55	85	15	45	55	85
235-244	15	45	55	85	15	45	55	85	15	45	55	85
245-254	15	45	55	85	15	45	55	85	15	45	55	85
255-264	15	45	55	85	15	45	55	85	15	45	55	85
265-274	15	45	55	85	15	45	55	85	15	45	55	85
275-284	15	45	55	85	15	45	55	85	15	45	55	85
285-294	15	45	55	85	15	45	55	85	15	45	55	85
295-304	15	45	55	85	15	45	55	85	15	45	55	85
305-314	15	45	55	85	15	45	55	85	15	45	55	85
315-324	15	45	55	85	15	45	55	85	15	45	55	85
325-334	15	45	55	85	15	45	55	85	15	45	55	85
335-344	15	45	55	85	15	45	55	85	15	45	55	85
345-354	15	45	55	85	15	45	55	85	15	45	55	85
355-364	15	45	55	85	15	45	55	85	15	45	55	85
365-374	15	45	55	85	15	45	55	85	15	45	55	85
375-384	15	45	55	85	15	45	55	85	15	45	55	85
385-394	15	45	55	85	15	45	55	85	15	45	55	85
395-404	15	45	55	85	15	45	55	85	15	45	55	85
405-414	15	45	55	85	15	45	55	85	15	45	55	85
415-424	15	45	55	85	15	45	55	85	15	45	55	85
425-434	15	45	55	85	15	45	55	85	15	45	55	85
435-444	15	45	55	85	15	45	55	85	15	45	55	85
445-454	15	45	55	85	15	45	55	85	15	45	55	85
455-464	15	45	55	85	15	45	55	85	15	45	55	85
465-474	15	45	55	85	15	45	55	85	15	45	55	85
475-484	15	45	55	85	15	45	55	85	15	45	55	85
485-494	15	45	55	85	15	45	55	85	15	45	55	85
495-504	15	45	55	85	15	45	55	85	15	45	55	85
505-514	15	45	55	85	15	45	55	85	15	45	55	85
515-524	15	45	55	85	15	45	55	85	15	45	55	85
525-534	15	45	55	85	15	45	55	85	15	45	55	85
535-544	15	45	55	85	15	45	55	85	15	45	55	85
545-554	15	45	55	85	15	45	55	85	15	45	55	85
555-564	15	45	55	85	15	45	55	85	15	45	55	85
565-574	15	45	55	85	15	45	55	85	15	45	55	85
575-584	15	45	55	85	15	45	55	85	15	45	55	85
585-594	15	45	55	85	15	45	55	85	15	45	55	85
595-604	15	45	55	85	15	45	55	85	15	45	55	85
605-614	15	45	55	85	15	45	55	85	15	45	55	85
615-624	15	45	55	85	15	45	55	85	15	45	55	85
625-634	15	45	55	85	15	45	55	85	15	45	55	85
635-644	15	45	55	85	15	45	55	85	15	45	55	85
645-654	15	45	55	85	15	45	55	85	15	45	55	85
655-664	15	45	55	85	15	45	55	85	15	45	55	85
665-674	15	45	55	85	15	45	55	85	15	45	55	85
675-684	15	45	55	85	15	45	55	85	15	45	55	85
685-694	15	45	55	85	15	45	55	85	15	45	55	85
695-704	15	45	55	85	15	45	55	85	15	45	55	85
705-714	15	45	55	85	15	45	55	85	15	45	55	85
715-724	15	45	55	85	15	45	55	85	15	45	55	85
725-734	15	45	55	85	15	45	55	85	15	45	55	85
735-744	15	45	55	85	15	45	55	85	15	45	55	85
745-754	15	45	55	85	15	45	55	85	15	45	55	85
755-764	15	45	55	85	15	45	55	85	15	45	55	85
765-774	15	45	55	85	15	45	55	85	15	45	55	85
775-784	15	45	55	85	15	45	55	85	15	45	55	85
785-794	15	45	55	85	15	45	55	85	15	45	55	85
795-804	15	45	55	85	15	45	55	85	15	45	55	85
805-814	15	45	55	85	15	45	55	85	15	45	55	85
815-824	15	45	55	85	15	45	55	85	15	45	55	85
825-834	15	45	55	85	15	45	55	85	15	45	55	85
835-844	15	45	55	85	15	45	55	85	15	45	55	85
845-854	15	45	55	85	15	45	55	85	15	45	55	85
855-864	15	45	55	85	15	45	55	85	15	45	55	85
865-874	15	45	55	85	15	45	55	85	15	45	55	85
875-884	15	45	55	85	15	45	55	85	15	45	55	85
885-894	15	45	55	85	15	45	55	85	15	45	55	85
895-904	15	45	55	85	15	45	55	85	15	45	55	85
905-914	15	45	55	85	15	45	55	85	15	45	55	85
915-924	15	45	55	85	15	45	55	85	15	45	55	85
925-934												