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a structural value theory

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## FACET THEORY:

Integrating Theory Construction

with Data Analysis



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*To the memory of Louis Guttman,  
who created and developed Facet Theory*



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# A Comparative Approach in Developing a Structural Value Theory

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**Abstract:** The development of a structural value theory is examined in this paper in terms of both Facet Theory and Factor Analysis. The definitional framework of the values is expressed in a mapping sentence consisting of three content facets: Value Orientation, Life Area, and Context Modality. The data are from a study performed on a nation-wide sample of 487 Israeli elementary school teachers in the State Religious educational system (Maslovaty and Gaziel, 1997). The questionnaire included 25 values which were ranked by the teachers on a scale ranging from "very important" to "not at all important" as a guiding principle in life. To study the structure of the inter-relations among the values, both Factor Analysis and SSA were used. Factor Analysis (varimax-rotated structure) yielded five factors that partly corresponded to the Life Area facet. SSA revealed a radex structure where the circular order corresponds to the three content facets. As expected, the Life Area facet played a polarizing role, with the areas ordered according to the Value Orientation facet. This partitioning confirms earlier research in the field. In addition, the Context Modality facet played a modulating role, partitioning the radex into three concentric circles from intrinsic to extrinsic context. The findings show that SSA leads to a more comprehensive and dynamic structural theory than does factor analysis, since it allows for the utmost use of the content facets in theory construction.

## 1 Values as Guiding Principles

The formal definition of "value" adopted here is the faceted definition first presented in 1974 by Levy and Guttman. Facet Theory suggests looking at the concept "social value" as a multivariate one. Hence the approach used in the 1974 definition places emphasis on the universe of observations for the concept and reads as follows: