Abstract

This research paper assesses 600 people (students, teachers and professionals) to identify their key values according to the instrument developed by Schwartz. To ensure that the analysis is reliable, an analysis of reliability and validity was performed. The results indicate that the priority values for these groups are “self-transcendence” and the value “preserve”. The project provides reliable parameters on the values of this instrument in Mexico.

Keywords

Comparative analysis, professional, work values, Schwartz questionnaire, Mexico.