

Values and hot buttons based on the *intensity* of people's need for social recognition

Among the most status-driven: a keen desire for achievement and accomplishment, to realize their potential, creativity and uniqueness.

INTUITIVE POTENTIAL 151
BETTERMENT 148
PERSONAL CREATIVITY 148
QUANTIFIED SELF 141
FLEXIBILITY OF SEXUAL IDENTITY 141
NEED FOR PERSONAL ACHIEVEMENT 139

Among those least driven by a need for status recognition: a profound need for an authentic connections with others, symbiosis with their environment.

OPENNESS TOWARD OTHERS 141
NEW DEFINITION OF FAMILY 140
INTROSPECTION 137
EMOTIONAL CONNECTIVITY 136
BIOMANISM 133
CULTURAL FUSION 132
SOCIAL LEARNING 130

- Very strong
- Strong
- Weak
- Very weak

(*) The indices are calculated by comparing the groups analyzed to the total population
