

Value Orientation Theory

<u>Orientation</u>	<u>Americans</u>	<u>Japanese</u>
1. man-nature orientation a. individual-nature relationship b. science and technology c. materialism		
2. activity orientation a. activity and work b. efficiency and practicality c. progress and change		
3. time orientation		

<u>Orientation</u>	<u>Americans</u>	<u>Japanese</u>
4. human nature orientation <ol style="list-style-type: none">a. goodnessb. rationalityc. mutability		
5. relational orientation <ol style="list-style-type: none">a. individualismb. social organization<ul style="list-style-type: none">• equality and conformity		