

COOPERATION vs. COMPETITION

TRUST ORIENTATION	People with strong values in this facet easily trust others and generally assume that people are trustworthy and honest.	People in whom this facet is strongly pronounced trust others only if they are certain of their good intentions. They share the conviction that people tend to follow their own interests.	SOCIAL SCEPTICISM
FRANKNESS	People with strongly developed outspokenness communicate in a similar way in all situations and with everyone. This usually makes them seem authentic to others.	If this facet is strongly pronounced, someone guides his or her communication behaviour so that it contributes to the reaching of his or her own goals. This includes, among other, the targeted initiation and maintaining of strategically important contacts or a compliment made in the right place.	STRATEGIC COMMUNICATION
ALTRUISM	Strong values in this facet lead to presume that someone is very concerned for the well-being of others and likes to tend to others – even when not asked to do so.	People with a pronounced self-care trait pay attention to their own needs. They are able to differentiate well between themselves and the problems and needs of others.	SELF-CARE
WILLINGNESS TO COMPROMISE	People in whom this facet is strongly pronounced try to avoid conflicts wherever possible. If conflicts do arise on occasion, they are quickly willing to approach the opponent in the conflict and also put themselves second to restore harmony.	People who have low compliance are willing to openly fend out conflicts and also generally perceive these as less problematic than others do. They are usually hardly willing to compromise.	LOW WILLINGNESS TO COMPROMISE
MODESTY	Modest people have difficulty speaking about their successes and qualities and have a hard time handling praise. Being at the centre of attention is an unpleasant situation to them.	People in whom this trait is strongly developed directly point out their own merits and successes, and they are able to put themselves and their achievements in a good light.	POSITIVE SELF-PORTRAYAL
EMPATHY	When this facet is strongly pronounced, someone empathises with the feelings of others, makes decisions based on this compassion, and overall shares strongly in the fate of his or her peers.	People in whom social rationality is strongly developed make decisions without being much influenced by social aspects, e.g. pity. Sentimentality plays no role to them.	SOCIAL RATIONALITY