**Cultural Values**

A culture's **values** are its ideas about what is good, right, fair, and just. Some suggest that the most important values in American society are wealth, success, power, and prestige, but that everyone does not have an equal opportunity to attain these values. Others suggest that Americans share the common value of the “American work ethic,” which encourages hard work. Other sociologists have proposed a common core of American values, including accomplishment, material success, problem‐solving, reliance on science and technology, democracy, patriotism, charity, freedom, equality and justice, individualism, responsibility, and accountability.

What do you value in your society?