Asian Values Scale – Revised (AVS-R)

Bryan S. K. Kim and Sehee Hong


Before the AVS-R is copied or distributed, permission must be obtained from:

Bryan S. K. Kim, Ph.D.
Chairperson, Division of Social Sciences
Professor of Psychology
Core Faculty of the MA Program in Counseling Psychology
College of Arts and Sciences
University of Hawaii at Hilo
200 W. Kawili Street
Hilo, Hawai‘i 96720-4091
808-932-7090 (Tel)
808-932-7098 (Fax)
Email: bryankim@hawaii.edu
Website: https://cms.uhh.hawaii.edu/faculty/kim/
INSTRUCTIONS: Use the scale below to indicate the extent to which you agree with the value expressed in each statement.

1 = Strongly Disagree  
2 = Disagree  
3 = Agree  
4 = Strongly Agree

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |
|   |   |   |   | One should not deviate from familial and social norms.  |   |   |   |   | Children should not place their parents in retirement homes.  |   |   |   |   | One need not focus all energies on one's studies.  |   |   |   |   | One should be discouraged from talking about one's accomplishments.  |   |   |   |   | Younger persons should be able to confront their elders.  |   |   |   |   | When one receives a gift, one should reciprocate with a gift of equal or greater value.  |   |   |   |   | One need not achieve academically in order to make one's parents proud.  |   |   |   |   | One should not minimize or depreciate one's own achievements.  |   |   |   |   | One should consider the needs of others before considering one's own needs.  |   |   |   |   | Educational and career achievements need not be one's top priority.  |   |   |   |   | One should think about one's group before oneself.  |   |   |   |   | One should be able to question a person in an authority position.  |   |   |   |   | Modesty is an important quality for a person.  |   |   |   |   | One's achievements should be viewed as family's achievements.  |   |   |   |   | One should avoid bringing displeasure to one's ancestors.  |   |   |   |   | One should have sufficient inner resources to resolve emotional problems.  |   |   |   |   | The worst thing one can do is to bring disgrace to one's family reputation.  |   |   |   |   | One need not remain reserved and tranquil.  |   |   |   |   | One should be humble and modest.  |   |   |   |   | Family's reputation is not the primary social concern.  |   |   |   |   | One need not be able to resolve psychological problems on one's own.  |   |   |   |   | Occupational failure does not bring shame to the family.  |   |   |   |   | One need not follow the role expectations (gender, family hierarchy) of one's family.  |   |   |   |   | One should not make waves.  |   |   |   |   | One need not control one's expression of emotions.  |
INSTRUCTIONS FOR SCORING
THE ASIAN VALUES SCALE – REVISED (AVS-R)

1. The following items need to be reverse scored:

   Items 3, 5, 7, 8, 10, 12, 18, 20, 21, 22, 23, and 25

   To reverse the score:

   1  should be changed to  4
   2      “            3
   3      “            2
   4      “            1

2. Add the scores from the 25 items to obtain the total score.

3. Divide the total score by 25 to obtain the scale score.