

Charles University in Prague

Faculty of Humanities

Study programme: Humanities



Corruption in international context

Bachelor thesis

Author: Kamila Mestická

Thesis supervisor: Ing. Inna Čábelková, Ph.D.

Prague May 2015

I declare on my honour that I have written the bachelor thesis “Corruption in international context” individually and unaided using the literature referenced in the bibliography.

Kamila Mestická
In Prague, on May 15th, 2015

I would like to thank to my supervisor Ing. Inna Čábelková, Ph.D. for guidance, help and valuable comments. Also, I want to thank to my family and friends for their support during my studies.

Abstract

The corruption and its perception may be viewed as cultural phenomena. It often plays very important role in societies and cultures even though the corrupt behaviour is secretive and difficult to reveal. The aim is to explore the relation among the human values, measured as a percentage of respondents who identified themselves as possessing certain personal traits, and perceived level of corruption and to analyse how specific values shape corruption perception. The relation is examined using ten different human values.

Key words: Human values, Corruption, Perception of corruption, Illegal activities

Abstrakt

Na korupci a její vnímání může být nahlíženo jako na kulturní fenomén. Často hraje velmi důležitou roli ve společnostech a kulturách, a to i přesto, že je těžké odhalit korupční jednání už z principu jeho povahy. Cílem textu je zkoumat vztah mezi lidskými hodnotami, na které je pohlíženo jako na procento respondentů považujících určitou hodnotu za důležitou, a vnímanou korupcí a dále analyzovat jak určité hodnoty ovlivňují vnímanou korupci. Vztah je analyzován na deseti lidských hodnotách.

Klíčová slova: Lidské hodnoty, Korupce, Vnímaná korupce, Nelegální aktivity

Outline

Introduction.....	1
1. Theoretical framework	3
1.1 <i>Defining of terms.....</i>	3
1.1.1. Corruption.....	3
Characteristics and consequences of corruption	3
Types of corruption.....	5
Ways of measuring of corruption	6
1.1.2. Human values and personal characteristics	9
Basic Human Values	10
Measuring value priorities	15
Hofstede’s five dimensions model	16
1.2. <i>Previous researches</i>	17
1.3. <i>Hypothesis.....</i>	20
2. Data description.....	28
3. Methodology.....	31
3.1. Control variables.....	32
4. Results.....	33
4.1. The bivariate correlations	33
4.2. The regression analysis	35
5. Discussion	39
The quality of the research.....	40
Conclusion	41
References.....	43
The list of figures and tables.....	47

Introduction

Corruption and corruption perception in nowadays society are becoming very actual. We may experience an increasing interest to examine factors that may affect the corruption or shape corruption perception. Corruption is also, among other approaches, viewed as cultural phenomena. The explanation is that it may be based on personal and moral values but also how society understands the rules and law.

The motivations for the corruption analysis are driven mainly by the efforts to determine the causes and the consequences of this naturally secretive illegal activity. From the view of society term “corruption” is mostly connected with negative impressions. On the other hand, the behaviour that may be viewed in one country as illegal corruption may be understand in another country as simple gift.

It is important to focus on the analysis of the corruption and corruption perception to understand the mood and atmosphere in the country. The results may be used for better setting of institutions and policies in the country to improve environment for living of the citizens.

The aim of this thesis is to examine the relation among the human values and perceived level of corruption and verify the central hypothesis that there is a relation between the perceived corruption and human values of the respondents from researched countries, measured as a percentage of respondents who identified themselves as possessing certain personal traits. This relation is examined on ten different values - Creativity, Being rich, Living in secure surroundings, Taking care about ourselves, Taking care of others, Being successful, Excitement and adventure, Necessity to behave according the rules, Taking care about environment and Tradition.

The first part focuses on defining the theoretical framework. The definition regarding the term “corruption” and it ways of measuring are introduced in this chapter. Furthermore, I concentrate also on the concept of human values and the preview of the past researches regarding this topic. In the second practical part I set the methodological background and examine the relation between the perceived level of corruption and human values by correlation analysis and subsequently by regression analysis.

From the present authors regarding the human values are important the contributions of Schwartz who focused on the defining the basic human values and its further analysis. Another important researcher who concentrated on the cultural aspects

of values is Hofstede who created a model of cultural dimensions. The analyses have focused on many different areas. The research regarding the core political values and voting (Schwartz, Caprara, Vecchione; 2010) or gender differences and basic human values (Lyons, Duxbury, Higgins; 2005) may be listed as examples. The research focused on exploring the connection between the values and corruption is based mainly on the cultural values and dimensions referring to the Hofstede's cultural dimensions (Husted, 1999 or Connelly and Ones, 2008).

1 Theoretical framework

1.1 Defining of terms

This chapter focuses on the establishing of terminology background and the base for further analysis. Generally it is important to differ among the actual corruption and perceived level of corruption. Also, the exact definition may be culture specific and certain behaviour may be considered as corruption in one country whereas in other countries it may be act of politeness.

1.1.1. Corruption

Regarding the exact definition of corruption there have been various discussions and critiques and there is no general agreement about the universal definition. According to J. S. Nye is corruption “*behaviour which deviates from the formal duties of a public role because of private-regarding (personal, close family, private clique) pecuniary or status gains; or violates rules against the exercise of certain types of private regarding influence.*” (J.S. Nye, 1967, p. 419).

The common definition of the corrupting behaviour is the misuse of public office for private gain. But it can be also viewed as the outcome and reflection of country’s legal, economic, cultural and political institutions (Svensson, 2005). It may be a response to either beneficial or harmful rules. Corruption may appear in response to benevolent rules, but on the other hand it may arise in cases when bad policies or institutions are implemented.

None of the different views of corruption captures the definition perfectly. Schleifer and Vishny (1993) view the corruption as a tax. The bribes as well as the taxes create a difference between the actual and privately gained marginal product of capital. But unlike the taxes bribes usually involve high transaction costs because of the uncertainty and secrecy. Furthermore, the bribe is not enforceable in courts.

Characteristics and consequences of corruption

Sometimes it may be difficult to identify corrupt behaviour. Usually there is a consensus about the broad understanding to the term “corruption” and its consequences. The corruption and understanding to it may be country and culture specific. Thus, the researches use different indicators to determine whether the present given to some official is a present or a bribe. One indicator could be the amount. The given bribe is

usually higher sum than a present or a tip. We may search also for the timing of the transaction. The provided service is not conditional on the present or a tip, which are usually given later.

As mentioned earlier, in certain situations corruption can be perceived as socially advantageous. According to Azfar, Lee and Swamy (2001) when the government employees are paid very low and are unmotivated, the bribe may function as a motivational tool. And imagine another scenario where companies would compete for a tender. Which company would win? Presumably the most productive which would be able to offer the highest bribe. In that case is corruption a tool of competition (Azfar, Lee, Swamy, 2001). It would lead into efficient allocation of scarce resources. On the other hand, the companies which may offer even more effective solution but do not have enough spare resources to pay the bribe may be left out.

Representing of interest and corruption

Lobbying and the representation of interest are often linked to the corruption. The cases connected with private companies funding political campaigns to gain influence or another form of benefit are broadly debated. But there is a difference between the representation of interests and corruption. The first difference is that change in the policy promoted by lobbying usually affects all the companies in the sector. Secondly, the change tends to be more permanent. The law is permanent, while the corrupted bureaucrat may ask for a bribe again and again to hold the change if favour of the company. Furthermore lobbying involves joint actions with associated collective action problems¹.

Corruption is also often interchanged with rent seeking, which is socially costly pursuit of rents, often created by governmental interventions in the economy. These interventions may be in forms of regulations, providing of licence or ensuring of monopoly position to some company. Rent is then the difference in the revenues without the regulation and after its imposing. According to Swensson (2005) rent seeking is often connected with social costs - the expenses bore by the whole society resulting from a change in a policy. Bribes on the other hand may be considered as a transfer (Swensson, 2005).

¹ The topic debated by Mancur Olson (1965). He claims that individuals will not always gather into groups represent their ideas in the same way as they would represent them individually. If the group is too big or there is not a significant motivation or another tool which would make them act in collective interest, then the rational individual will not act to achieve collective interest. Also defined as **the collective action problem**.

Types of corruption

One of the ways to diversify corruption is to distinguish between **public and private sector**. Corrupting behaviour is also visible in the private sector but in certain ways it differs from the public sector. People may accept bribes also in private sector, but the consequences of this action are different. If the manager in a private company decides to take a bribe and promotes certain project although he knows it is not the best one, it is a simple theft. He is stealing money from the owner. Besides, there are market-based tools, which help to the owner to recognize whether something is being stolen from him. He may use a profit and loss statement, which refers to the company's actual amount of profit. In case that the profit is declining fast, he may send for an external expert to examine company's accounting system.

In the public sector is not the situation as clear. Generally, there are no effective tools to find out about the loss due bribery or to intervene against the corrupting behaviour. The bureaucrat has no economic tool how to measure the effectivity of certain project or to differ among various projects. Thus, the corruption may help bureaucrat to guide his decision. This explains also Ludwig von Mises (2002) who claims that in the public sector there is no way how to calculate the effectivity.

The corruption may be also divided into **bureaucratic and political**. The bureaucratic corruption is connected with public sector and its officers – bureaucrats. The bureaucrat will use the advantage of his position and help to the bribe payer to gain a licence or to win tender. The officer may be corrupted when he decides which laws and rules to set and apply. This kind of corruption is often debated in media. Political corruption is focused on high-standing politicians and is connected with division of public funds and legislative power. Political corruption is connected with lobbying and rent seeking. This thesis focuses on the public sector and bureaucratic corruption.

The perception of corruption

It is important to realize that there is a thin border between corruption and legality or morality. There are cases, which are perceived by people as immoral. For example as when a company pays bribe to win a tender. On the other hand someone who pays a bribe to move on the list and get faster the needed treatment may not be considered as immoral at all. The perceived corruption may be also underestimated or exaggerated. But it is very likely that there is no measurement, which would measure

the exact amount of corruption, thanks to the fact that corrupt behaviour is secret and not transparent.

The perceived corruption consists of two parts. The first one is the fact how people actually see or experience the corruption as itself. The second factor represents their ability or willingness to talk about it. Thus, some people who experience high level of corrupt behaviour may proclaim that their perceived corruption is much lower. This may be caused by the fact that they might worry about the revenge or they just do not want to talk about it.

Ways of measuring of corruption

There are many different ways how to measure the level of corruption. Due to the secretive nature of corruption and variety forms it takes it is very difficult to measure corruption across the countries.

1. The corruption indicator

This indicator is published in the International Country Risk Guide. It is based on indicators, which were gathered by the private risk-management companies. It focuses on the likelihood that the high government officials will ask for a special payment.

The data are produced by private company focusing on the risk assessment across countries - Political Risk Services. According to PRS their analyses are being used by the 80 percent of the world's largest companies to make decisions regarding business and investment. Older versions of data sets are available online for free.

Methodology

The International Country Risk Guide is produced monthly and it consists of ratings affecting political, economic and financial risks. The analysed sample is 140 countries. They analyse the environment in the country and evaluate it on the scale from 0 to 100, where 100 is very low risk and 0 very high. In the political area is analysed mainly the government stability based on its current policies and representation.

The main advantage is that the ICRG has the longest running dataset and it is published since 1981. The PRS also includes into the analysis a one and five years forecast specifically focused on demanded area. The recent data are being used by a

company for its business and are available after payment. The data from the older years are available for free.

2. Corruption Perception Index

This index focuses on the level of perceived corruption in the country and is very often used by the researchers. It is based on the idea that corruption is an activity that is deliberately hidden and arises only through scandals. Thus, there is no meaningful way how to measure absolute levels of corruption. The corruption perception index is capturing the perceptions of those in a position to offer assessment of public sector corruption. In 2014 there was a sample of 174 countries.

This index is produced by the non-profit and non-governmental organisation – Transparency International. This organisation is active in nearly 100 countries where it focuses on developing of transparent environment. Beside the Corruption Perception Index they produce also Global Corruption Barometer² and Bribe Payers Index³.

Methodology

For the construction of the Corruption Perception Index are being used the data from about dozen institutions specializing in governance and business-climate analysis. Each data provider is reviewed, also with the respondent specification and the type of questions used. To be included in the indices it is necessary to sample across countries, contain a measure of global corruption and have been administered in past three years. In year 2014 there was a sample of 174 countries in the corruption perception index. It uses a scale from zero (highly corrupt) to one hundred (without any sign of corruption).

Over the time the CPI followed has three different methodologies for combining surveys. In the first method, which held from 1995 to 2000 were the surveys scores standardised and a result for each country was computed on an average basis. Then was this process amended so the subset of countries included in a source would not bias the scores. Furthermore this process was amended again by using matching percentiles procedure. The countries are ranked based on the survey score but also, according to the previous year's CPI. Although there were changes and differences Connelly and Ones (2008) note that there is an overall consistency in the ratings.

² Global Corruption Barometer is the survey focusing on the exploring of public opinion on the corruption.

³ Bribe Payers Index focuses more on the supply side of the process – bribes paid by private sector.

Beside the advantages of the CPI is the fact that all the data, methodology and other documents are visible and available for everyone on their web pages. Another note that shall not be forgotten is the fact that this index does not measure actual amount of corruption but only the perceived level of it. Thus the absolute level may be higher or lower based on the nations' culture, values and mood. Even though there is no way how to measure the actual level of corruption.

Harrison (2008) notes that CPI is composed mainly by the views of managers and business experts from private sector and that it leaves out the opinions of low management, employees or other country's citizens. In fact, CPI relies mainly on the opinion of those who are more likely to be educated and share particular worldviews and a set of values (Harrison, 2008). On the other hand it is possible to argue that the CPI is composed of this group's opinion among all analysed countries so it offers a certain level of comparison.

3. Control of Corruption

This is a complementary measure introduced by Kafman, Kraay and Mastruzi (2003). They use wider definition of the corruption than the Transparency International does. This tool captures perceptions of the extent to which public power is exercised for a private gain. As corruption act they consider banal issues as well as grand causes or promoting of private interests in the government.

This index is available by the World Bank. The control of the Corruption is one of the dimensions reported in the Worldwide Governance Indicators Report⁴. WGI are indicators constructed to measure of in detail governance in the country. It reports for 215 countries.

Methodology

The indicator is combined from about 22 different assessments and surveys. Each of them receives weigh evaluation based on the availability, estimated precision and country coverage.

Among other variables it measures the prevalence of all types of corruption in the government, public trust in the financial honesty of politicians, the effect of

⁴ Other dimensions: voice and accountability, political stability and absence of violence, government effectiveness, regulatory quality, rule of law.

corruption on the interests of foreign investors about the country or the perceived involvement of elected and other officials in the public sector.

Is corruption really a problem?

Researchers usually argue about the effects of corruption and whether it should be viewed like the huge problem as is it normally seen. Huntington (1968) suggested that corruption might be welfare enhancing in case when inappropriate economic policies are being used. Harrison (2007) focuses rather on the well-funded side of anti-corruption field and comments that a recent interest in corruption is caused by the systematic anti-corruption lobby. She also notes that classifying corruption, as a simple phenomenon is not that easy thanks to the different ways in which people engage with morality.

1.1.2. Human values and personal characteristics

The reasons why corruption shall be understood as a cultural phenomenon are various. Corruption and corruption perception depend on how society understands the rules and what constitutes the deviation from it. Thus, it does not only depend on societies as itself but on the personal values and moral views prevailing in the society. For example someone might find bribes as very harmful and never do such a thing and someone else might find paying of a bribe in certain cases justifiable.

High levels of corruption perception may have more devastating effects than corruption itself (Melgar, Rossi, Smith; 2010). This generates a culture of distrust and the people may turn it towards some institution and may create a cultural tradition of gift giving resulting in the raising of corruption.

Even though the perceived corruption may differ from the current level of corruption, they strongly influence each other. High levels of corruption perception may also cause negative effects on the economy⁵. Since the definition of corruption depends on social and cultural factors, the same holds as well for the perceived corruption.

As mentioned earlier, the concept of corruption varies depending on societies and people. It is connected also with the contrast of thought and language in each society. Social rules may vary significantly from one culture to another. Thus, the corruption perception is not the reflection of an absolute situation and may be reflected

⁵ Melgar, Rossi and Smith (2010) list among the negative effects the growth of institutional instability and the deterioration of the relationships among individuals, institutions and states.

as a social phenomenon. Nelken and Levi (1996) emphasize that when doing a comparative research it is necessary to understand to differences in the political and legal cultures among countries.

According to Rose-Ackerman (2001) the low salaries and poor monitoring of the public sector are not only the incentives for corruption but it also influences the perception of corruption, even though the corrupt action does not occur at all. The question also is how to define the difference between perceived and actual level of corruption with no effective tool for it.

Another possible explanation for corrupt behaviour is the fact, that rules and laws modify the decision-making process (Gherzi, 2006). The fulfilment of rules implies additional costs. These costs are defined as the function of time-loss and the information needed to fulfil it. People then pay bribes as a form of insurance to protect themselves against costly rules.

Basic Human Values

Schwartz came with the idea of basic human values. He discussed the nature of values and analysed the features that are common to all values. Also he focuses on their origin. This theory consists of the idea that values form a circular structure that reflects the motivation of each value. He defines ten basic human values that are culturally universal. But also, there are differences among the priorities of each individual.

The idea of human values in social sciences was first used by Durkheim (1897 in Schwartz, 2012) or Weber (1905) who were focusing on social and personal organisation. Values are usually used to “*characterize cultural groups, societies and individuals, to trace change over time, and to explain the motivational bases of attitudes and behaviour.*” (Schwartz, 2012, p.3).

The basic values theory concentrates on the values that are recognised in all countries. Schwartz defines ten basic motivationally distinct types of values and specifies the relation between each of them. These values are: *Self-Direction, Stimulation, Hedonism, Achievement, Power, Security, Conformity, Tradition, Benevolence and Universalism*. Some values may conflict with each other while other may be compatible. Values are usually structured in similar ways across the culturally diverse groups, which suggest that there is a universal organisation of human motivation.

Values are usually understood as something that people think it is important to them. Each person holds different values with different importance. A certain value may be important to one person, but absolutely unimportant to another.

The main features of the values are:

- **Values are beliefs** – which means that there are linked to affect. When values are activated, they become infused with feeling.
- **Values refer to desirable goals** – these goals motivate human actions. People for who is important social order and justice are more motivated to pursue the goals.
- **Values transcendent specific actions and situations** – specific values may be connected to different places like the working place or school. This feature distinguishes values from norms and attitudes.
- **Values serve as standards or criteria** – they guide the selection and evaluation of actions. People are making decisions based on possible consequences for their values.
- **Values are ordered by importance** – values are ordered relatively to one another. People's values form an ordered system of priorities which characterize each person as an individual.
- **The relative importance of multiple values guides actions** – Each attitude and behaviour have usually implications for more than one values.

The thing that differentiates one value from another is the type or motivation that it expresses. The theory consists of ten basic values according to motivation connected with them. These values are meant to be universal because they are grounded in universal human existence. These requirements are biological needs, social interaction and survival and welfare needs of groups. Thus, values are socially representative concept. Each value will now be characterised separately in terms of the goals it expresses:

Achievement

It focuses on the personal success and demonstration of competence according to social standards. For survival of individuals it is necessary competent performance that generates resources. Achievement values are emphasized in terms of prevailing cultural standards and obtaining of social approval.

Important value items – ambitions, success, influence, social recognition.

Benevolence

It consists of preserving and enhancing the welfare of the in-group⁶. It is derived from the requirement for the easy group functioning. Critical are the relations with family and other primary groups.

Important value items – helpful, honest, sense of belonging.

Conformity

It is defined from the limitations and restraints of actions that might upset or harm others. Each individual shall obey the rules and secure the smooth interactions and group functioning.

Important value items – politeness, loyalty, honouring parents and elders.

Hedonism

It focuses on the pleasure and the pleasure for oneself. It is derived from the basic human urges and the need to satisfy them. Also it is connected with theoretical aspects from psychology and Freud (1933).

Important value items – pleasure, enjoying life, self-indulgent.

Power

This value concentrates on social status and prestige. People consider as very important control or dominance over people and resources. It is connected with social differentiation because the functioning of institutions requires the dominance/submission dimensions.

Important value items – authority, wealth, social power.

Security

It focuses on the safety, harmony and stability of society, relationships and ourselves. It is based on the basic requirements of individuals as noted Maslow (1965). Some of the security values are focused on the primarily interests (for example: food) and some are higher (for example: national security).

Important value items - healthy, family security, sense of belonging.

⁶ People with who is the individual in frequent personal contact.

Self-Direction

It focuses on independent thoughts and actions, mainly in choosing creating and exploring. It is based on the need for control and mastery and requirements of autonomy and independence.

Important value items – self-respect, intelligent, privacy.

Stimulation

Value that is based on the excitement, novelty and challenge in life. It focuses on the need for variety and stimulation to achieve positive level of activation.

Important value items – varied life, an exciting life, daring.

Tradition

It focuses on respect, commitment and acceptance of the customs and ideas provided by the culture or region of the individual. The symbols, ideas and beliefs represent the group's shared experience and fate. Usually they are present in a form of rites, beliefs and norms of behaviour.

Important value items – respect for tradition, spiritual life, devout.

Universalism

It is based on the understanding, appreciation, tolerance and protection for the welfare of all people and for nature. People do not recognise these needs until they encounter other need beyond and they become aware of the scarcity of resources. It combines two types of concerns – for the welfare and for the nature.

Important value items – protecting the environment, equality, inner harmony.

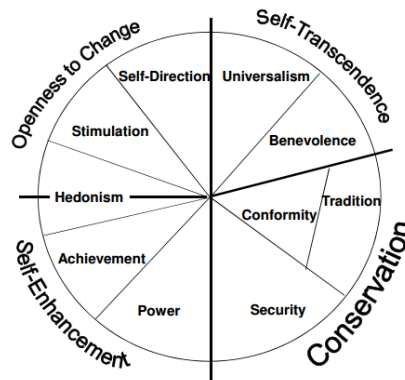
The structure of the value relations

There is a dynamic relation between the values. One value may have consequences that conflict with some other value but may be also consistent with another one. For example seeking success for self tends to obstruct actions that are aimed at helping others or pursuing novelty and excitement is likely to undermine tradition values.

Actions connected with pursuing of values have practical, psychological and social consequences. Thus, choosing of a certain action that promotes one value may have violating effect on the other. Even though the theory derives ten basic values it

claims that values for a continuum of related motivations. Schwartz illustrated relation between each value in a circular structure that is portrayed in figure 1. Since the tradition and conformity share the same broad motivational goal, they are located in a single wedge. Tradition values also conflict more strongly with the opposing values, because the expectations linked to the traditions are more abstract.

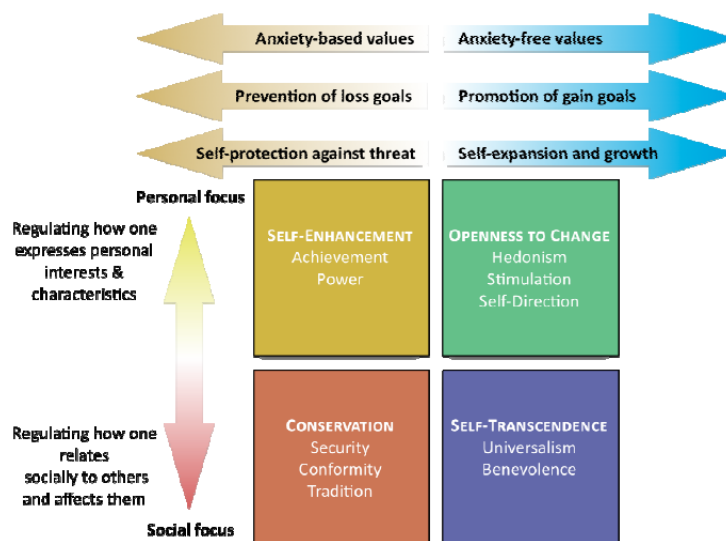
Figure 1: Theoretical model of relations among ten motivational types of value



Source: Schwartz, 2012

The values are organised into two **bipolar dimensions**. One dimension contrasts between the *openness to change* and *conservation values* and the second between the *self-enhancement* and *self-transcendence*. The first dimension includes the conflict between the values that emphasize independence of thought, action and feeling and the values that stress order, self-restriction and resistance to change. The second dimension than includes the conflict between the values that emphasize the concern for the welfare and interest of others and relative success and dominance over others.

Figure 2: The universal value structure



Source: Schwartz, 2012

The structure of relations among values is common to all human societies, which was already studied. People in the most cultures tend to respond to ten basic values as distinct and the broader value orientation is nearly universal (Schwartz, 2012).

Measuring value priorities

There are two ways how to measure the values of the respondents. The first one is the Schwartz value survey and the second is the Portrait values questionnaire. Both ways of measuring are equal when measuring representative national samples (Schwartz, 2012).

The Schwartz value survey (SVS) presents two lists of value items, while the first contains 30 items that describe the potentially desirable states in a noun form, whereas the second contains about 27 items describing the potentially desirable ways of acting in adjective form. Respondents then rate the importance of each value item as a *“guiding principle in my life”* on the 9-point scale beginning with 7 (supreme importance) and ending with -1 (opposed to my values). The scale enables respondents to report opposition to values they are trying to avoid. The final score for the importance of each value is the average rating given to items.

The Portrait values questionnaire (PVQ) is an alternative tool designed to measure the ten basic values in samples of children and of people who were not educated in the Western schools. The PVQ consists of short verbal portraits of 40 different people, gender-matched with the respondent. Each of the portraits then describes person’s goals, aspirations or wishes that are implicitly linked to the values. As an example may be taken the value “self-direction” and the question *“Thinking up new ideas and being creative is important to him. He likes to do things in his own original way”*. For each portrait respondents answer the question *“How much like you is this person?”* on the range from “Very much like me (1)” to the “not like me at all (6)”. The main advantage is that the portraits capture the person’s values without explicitly identifying values as the topic of the investigation.

The PVQ is more focused on the similarity to someone with particular goal that with a particular trait. Although, people who value a specific goal might not necessary exhibit a corresponding trait and the other way around. For example, people may value being rich as a guiding principle while they are not rich at all.

The relation between values, attitudes, beliefs, traits and norms

Each of these concepts differs mainly in the fact that they vary on different scales and thus, they are measured differently. Attitudes may be described as evaluations of specific or abstract objects, people, behaviours or events. They vary on positive and negative scale. Values underline the attitudes; usually they are the basis for the evaluations.

Beliefs are basically the ideas about relations between things. They vary on the scale on how certain we are that they are true. As mentioned earlier, values are representing the importance of goals as guiding principles in life. Beliefs on the other hand are focusing on a subjective probability that a certain relationship is true.

Norms may be understood as specific rules or standards that tell to the members of society how they should behave. Norms vary on a scale of how much people agree or disagree with them. The values affect the fact whether people accept or reject specific norm.

The relation between a trait and values is very close. Trait is an inclination to show patterns of thought, feeling and actions in long time. Although the relation is close, people who may exhibit a trait may not refer to the corresponding goal. Traits vary in the level of exhibited frequency and intensity.

Hofstede's five dimensions model

The concept of cultural values was introduced by Hofstede (1984). He has come up with five different values that characterise cultures around the world – power distance, individualism, masculinity, uncertainty avoidance and dynamism. Power distance refers to the extent to which the less powerful members of institutions and organisation within a country expect and accept that the power in the country is distributed equally. Individualism is linked to the extent to which decisions about a person's life are determined by the individual or in-group. The dimension masculinity refers to the focus on the material success opposed to a concern of quality of life. Uncertainty avoidance is defined as the extent to which members of a culture feel threatened by uncertainty or unknown situations. Dynamism is linked to the former set of values connected with the persistence and honouring relationships at one pole and personal steadiness and stability on the other.

Another way is to analyse the connection between the human values or traits based on the genetic relation among different cultures. This was analysed by McCrae (2004). It is based on assumption that genetic effect of traits connected with the historical development of genetic homology within separate cultures has produced differences between nations in personality that exist for centuries. This may be one of the explanations why we observe similar traits and values among a certain culture (McCrae, 2004).

1.2. Previous researches

The present research focuses mainly on analysing what are the individual characteristics that shape corruption perception, how important is the country of residence in determining corruption perception and whether there is a relationship between macroeconomic variables and corruption perception.

The research regarding individual characteristics of the populations may be conducted in different ways. The first one is the analysis based on the personal characteristics like the gender, marital status, educational background, the place of residence and many others (Melgar, Rossi, Smith; 2010 or Mocan, 2008). Another approach understands the individual characteristics as the features of individuals' values, personality and temper connected with culture and analyse their effect on the national level (Husted, 1999 or Connelly, Ones, 2008).

Melgar, Rosi and Smith (2010) analyse the foundations of corruption perception in a cross-country perspective by using the dataset the module on Citizenship of 2004 of the International Social Survey Program⁷. According to them the personal characteristics play a significant role in shaping corruption perception. When focusing on country specific impacts the research had shown that a better economic performance reduces corruption perception and more importantly, the people living in socialist countries tend to perceive higher corruption than those in other countries. They found a significant gender difference, where women are more likely to perceive a higher level of corruption than men. According to the authors "*the traditional gender roles have been changing in recent decades, although some influences remain.* (Melgar, Rosi, Smith, p. 123). Furthermore they found that age plays no significant role in perceiving of

⁷ The International Social Survey Program asks respondent for their opinions on different issues – trade, migration, politics, taxes and Corruption as well as on demographic and socio-economic information.

corruption. It is often argued that recent generations are socialized in different ways, but it does not affect the corruption.

People who are married tend to perceive lower level of corruption than those who are divorced which they explain with the fact, that divorce has a negative impact on shaping judgments about life. When debating the importance of the level of education it has shown that it has a strongly relevant role. People who have completed at least the secondary education tend to perceive lower level of corruption. This may be connected with the fact that more educated people have better access to information. Another interesting fact is that corruption perception decreases with socioeconomic status. People who are materially better off are more likely to view world in favorable light.

Also, they found out that self-employed people and people who are working in a private enterprise tend to perceive higher level of corruption than those who are employed in a public sector. This stands for a fact that private businesses are more likely to experience the corrupt behavior, for example when competing for the public tender.

Mocan (2008) uses micro⁸ level data from 49 countries to create a direct measure of corruption. This research shows that both personal and country characteristics determine the risk of exposure to bribery. Among other variables, author analyses gender, education, the city size or the strength of the institutions in the country. Mocan links corruption with cultural attributes, economic development, quality of institutions - secure property rights, country characteristics and personal status.

Unlike as the Melgar, Rosi and Smith (2010) this research claims that living in the larger cities increases exposure to bribery. This can be explained by the fact that in cities there are more possibilities to interact with government officials in less personal way than in smaller cities or towns.

Furthermore, highly educated and high-income individuals have higher exposure to being asked for a bribe by government official because of their higher earning capacity and because they are likely to have more opportunities to interact with

⁸ Regarding the micro and macro level data analysis there might be a trouble connected with mistaking the relation on the microeconomic level with the relation on the macroeconomic level. This thesis focuses on the macroeconomic data analysis using percentages of respondents from analysed countries who identified themselves with certain personal traits.

government officials. The opposite holds as well. Young and old people as well as home keepers have fewer interactions with government official and thus, smaller chance to be asked for a bribe.

Regarding the gender, men are supposed to be more frequent target of bribery. In many developing countries are males more active in the market than females and therefore they are more exposed to a chance to meet corrupting act. Similarly, Mocan finds relation between the bribery risk and the level of corruption.

The following researches are focusing the question of individual characteristics through the eyes of cultural and human values.

Husted (1999) examines the impact national wealth, income distribution, government size and cultural variables on the perceived level of corruption. In the analysis he works with the Hofstede four dimensions He found high correlation between the perceived level of corruption and GNP per capita, power distance, masculinity and uncertainty avoidance. He focuses on a model of corruption that shall explain underlying causes or antecedents. The research is focused on a claim that cultural values have significant impact on a wide array of business practices in different countries (Hofstede 1997 in Husted 1999). He understands to cultural values as the conceptions of the desirable that are characteristic of particular people.

Author analyses the sample of 44 countries. Regarding the corruption perception he uses the data from Transparency International and the cultural values he bases on the Hofstede's research. He found the most significant correlation between the perceived level of corruption and economic level of development measured by the purchasing power parity estimate of GNP per capita. Among other results, this research also shows significant correlation between the cultural variables – power distance, masculinity and uncertainty avoidance – and perceived level of corruption. Husted did not verify individualism as a significant variable due to the fact that individualism is highly correlated with the GNP per capita⁹. The information about the individualism is contained in the variable representing economic development and thus it is not verified as statistically significant.

⁹ This was also noted by Hofstede (1997).

Connelly and Ones (2008) analyzed the effects of national personality and Hofstede's cultural dimensions on the perceived level of corruption. The national personality was represented by the five-factor model of personality consisting of – neuroticism, extraversion, openness to experience, agreeableness and conscientiousness. Neuroticism describes the individuals' tendency to be depressed and anxious. Extraversion represents sociability, dominance and activity. Openness to experience is described as the inclination to be interested to learning new ideas and exploring. Agreeableness is individuals' tendency to be kind and polite. And the conscientiousness is composed of cautiousness and dependability. According to the authors the differences in the national personality reflect differences in national character and culture.

This study analyses the sample of 54 countries and uses data from corruption perception index for the measures of corruption and Revised NEO personality inventory for the measures of the five personality factors.

The research showed that nations scoring low in openness and high in neuroticism tended to be more corrupt. Openness to the experience is connected to endorsing politically liberal and nontraditional values. Nations whose citizens would support these ideas would find their citizens more supporting of the corruption repressing legislative. They found negative connection between the extraversion and perceived level of corruption. It is explained with the fact that nations scoring high in extraversion are less submissive and thus they are more likely to report observed acts of corruption. More extraverted nations have more whistle-blowers, closer interpersonal interactions and more critical mass media. Agreeableness on the other hand has showed no relation to the perceived level of corruption.

1.3. Hypothesis

The research topic of this thesis is the relation between individual characteristics (which are understood as human values) and the perceived level of corruption of the respondents in researched countries. This relationship is explored among 50 countries.

The previous researches regarding the human values have focused on many different areas. The research regarding the core political values and voting (Schwartz, Caprara, Vecchione; 2010) or gender differences and basic human values (Lyons, Duxbury, Higgins; 2005) may be listed as examples. Also, the research exploring the connection between the values and corruption has focused mainly on the cultural values

and dimensions based on the Hofstede's cultural dimensions (Husted, 1999 or Connelly and Ones, 2008). This thesis is focused on analysing the relation among human values and perceived level of corruption based on the Schwartz's values background.

With respect to the number of analysed variables V_i there had been set one central hypothesis: *“There is a relation between the perceived corruption and human values of the respondents from researched countries, measured as a percentage of respondents who identified themselves as possessing certain personal traits.”*

As mentioned earlier, corruption may be measured with different tools - Corruption Perceptions Index, Bribe Payers Index, Global Corruption Barometr, Corruption Indicator, Control of Corruption and others. These indicators are together very highly correlated and differ mainly in the number of countries included (Svensson, 2005). Since this research is interested mainly in the perceived level of corruption I decided to work with the Corruption Perception Index¹⁰.

Individual values will be considered as following criteria V_1 = Creativity, V_2 = Being rich, V_3 = Living in secure surroundings, V_4 = Taking care about ourselves V_5 = Taking care of others V_6 = Being successful, V_7 = Excitement and adventure, V_8 = Necessity to behave according the rules, V_9 = Taking care about environment¹¹, V_{10} = Tradition. All mentioned characteristics are understand as a percentage of population of the country who had identified these characteristics to be *very much like them, like them and somewhat like them*.

In this thesis I work with the simplified scheme of human values representing portrait value questionnaire based on the Swartz ten basic human values. Each of the debated variables is only one aspect of the traits forming the certain value. For example “creativity” is one aspect of “self-direction”. For the purposes of this thesis I refer to the values based on the analysed variables not according the terminology of Schwartz values.

The variable V_1 – importance of **creativity** is understood as focusing on independent thoughts and actions. It is connected with the need for control and autonomy. The requirement for independence and creativity is rather connected with countries embracing individualistic capitalist environment. It is characteristic with

¹⁰ It is also important to note that the CPI does not reflect the actual amount of corruption in the country. This needs to be taken into consideration when comparing and interpreting the results.

¹¹ The variable V_9 was originally not intended to be analysed, but it was included among the analysed variables to maintain integrity of the Schwartz concept of human values.

emphasize on rationality, small family size and achievement. Each subject is following its own interest and thus the system can function without high level of corruption (Lipset, Lenz, 2000). This suggests that the perceived level of corruption shall be lower in the countries whose respondents consider creativity as important; measured as percentage of respondents who identified themselves as possessing certain personal traits.

On the other hand, Connely and Ones (2008) found that individualistic countries¹² may perceive even higher level of corruption, because the countries whose respondents identify this value as important are less submissive and do not hesitate to report any illegal activity. I work with the assumption of Connely and Ones (2008) and expect that in countries considering creativity as important would be higher level of perceived corruption.

The variable V_2 – importance of **being rich** is connected with concentrating on social status and dominance. It is focused on pursuing social power and authority. Which can be again listed as one of values typical for individualistic capitalist environment and the perceived level of corruption shall be lower in the countries that consider being rich as important. But I also expected that the percentage of respondents who identified themselves as possessing this trait would be low because it is not socially acceptable to define “being rich” more important than for example “family” even though money play very important role in everyday life.

It is also possible to expect that the second effect may play also important role and that countries that consider being rich as important may perceive higher level of corruption. Rich people may have their interests (or their business’s interests) connected to government decisions and they could afford to pay bribes to ensure that the decision would be made in their favour. Or, to illustrate the issue from other point of view, the government officer may also ask a company manager for a bribe to decide in their favour. Here I assume that the second effect would be stronger and in countries considering being rich as important would be higher level of corruption perception.

The variable V_3 – importance of **living in secure surroundings** represents the need for safety, stability and harmony in the society. It is connected with living in healthy and protected environment. This may be connected with the pressure on government to pursue public safety and subsequently to increase public spending. Thus,

¹² Understand as the factor “extraversion“ defined as promoting individual dominance and activity.

the general trust to the government shall be high and the perceived level of corruption shall be in countries considering living in secure surroundings as important lower (Treisman, 2007). This is the assumption I work with.

But it is important to mention that this may not reflect the actual situation in researched countries. The respondent in researched countries may consider secure surroundings as important but may not necessary live in it (Lipset, Lenz 2000). Another thing is that the most of the respondents would be likely to answer positively to this question because it is one of basic human needs (Maslow, 1965).

The variable V_4 – importance of **taking care of ourselves** is characterised by the focus on pleasure and enjoying of live. It is represented by self-indulgent. These traits are again focused on individual and are more typical for capitalist environment. Thus, in countries considering taking care of themselves as important shall be lower level of perceived corruption.

On the other hand, the second effect may also play its role. Promoting of individual values and activities in countries considering these values as important may be connected with higher level of perceived corruption. A assume that the second effect will be stronger.

The variable V_5 – importance of **helping others** is connected with enhancing of the welfare of family or closest relatives. It is represented by the sense of belonging. This may be connected with wider social focus, demanding of wider public sector and generally bigger trust in government. Thus, I work with an assumption that the perceived level of corruption in countries considering helping other as important shall be lower.

On the other hand, even the focus on family may be connected with perceiving higher level of corruption. For example, as was listed in the case of corrupt behaviour considered as moral when pursuing the necessary medical treatment for a family member. Also, as well as in the V_3 (secure environment) I expect that the most of the respondents in the countries would answer this positively.

The variable V_6 – importance of **being successful** represents the orientation on personal success and demonstrating of social standard. It focuses on ambitions and spreading the influence. This can be again connected with individual capitalist environment. Thus, the corruption perception in the countries considering being

successful as important shall be lower. But, the opposite effect may appear as well. For example, when a manager is concentrating only on success it may motivate him to give a bribe and easily win a tender. So it is also possible to assume that the countries considering success as important may also perceive higher level of corruption and for the purposes of this thesis I work with this assumption.

The variable V_7 – importance of **excitement and adventure** is focused on stimulation, novelty and change in life. It represents the need for positive stimulation in life. Since it is oriented on promoting individualistic traits it may be connected with more individualistic free market countries. This suggests that the perceived level of corruption shall be lower in the countries whose respondents consider excitement and adventure as important. Also the second effect may play significant role. Individualistic countries may be less submissive and do not hesitate to report any illegal activity. But on the other hand we may also assume that the opposite relation might be caused by the fact that the need for excitement may cause more risky behaviour and increase the willingness to give a bribe. Regarding this variable I assume that the countries considering excitement and adventure as important perceive higher level of corruption.

The variable V_8 – importance of **behaving according the rules** is connected with obeying the rules and not harming other. It focuses on securing the smooth interaction among the group. This is another value from more socially oriented values connected with higher trust to the government. The perceived corruption in countries considering behaving according the rules shall be lower. Also, it is important to note that family and cooperation among family members play important role, which may be reflected in the society. Illegal activities may be in specific cultures concentrated among certain families which may affect the willingness of each individual to talk about the corrupt behaviour he has been experiencing. This may also reduce the perceived level of corruption even though the actual level is much higher.

The variable V_9 – importance of **taking care about the environment** is based on understanding and protection of people's and nature welfare. It focuses on protecting of environment and equality. The social focus again suggests the demand for government interventions and protection and is connected with trust to the government. The perceived level of corruption is expected to be lower in countries considering taking care of environment as important. But, we may also note that there are number of environmental organisations focusing on protecting the environment and alarming in

any case of misuse of resources. This may have opposite effect and increase the perceived level of corruption.

The variable V_{10} – importance of **tradition** concentrates on respect and acceptance of custom and ideas provided by culture. It represents esteem for beliefs and norms of behaviour. This is also connected with respect to authority like government and thus, the perceived level of corruption shall be lower in countries considering tradition as important. Also, as noted when debating possible relation at variable V_8 (behaving according the rules), the importance of tradition may also affect the way how people are willing to talk about the experienced corrupt behaviour. Moreover, this may be connected with a fact that in certain families may be illegal businesses passed on next generations, for example as in mafia.

In this chapter I illustrate the fact that regarding the most variables there are two opposite effects that may influence the perceived level of corruption in a country in different directions. For the purposes of this thesis I work with an assumption that one of the effects is stronger and the perception of corruption in a country considering V_i as important is influenced in its way. The table 1 shows the summary of assumed relation among variables V_i and the corruption perception. But it may also happen that both effects may be mutually disturbed and the result might not be significant.

Table 1: The summary of expected relation between personal characteristics and perceived corruption.

Variable	Represented value	Human value	Expected relation
V1	Self-direction	Importance of creativity	Positive – perceiving higher level of corruption in a country
V2	Power	Importance of being rich	Positive – perceiving higher level of corruption in a country
V3	Security	Importance of living in secure surroundings	Negative – perceiving lower level of corruption in a country
V4	Hedonism	Importance of taking care of ourselves	Positive – perceiving higher level of corruption in a country
V5	Benevolence	Importance of helping others	Negative – perceiving lower level of corruption in a country
V6	Achievement	Importance of being successful	Positive – perceiving higher level of corruption in a country
V7	Stimulation	Importance of excitement and adventure	Positive – perceiving higher level of corruption in a country
V8	Conformity	Importance of behaving according the rules	Negative – perceiving lower level of corruption in a country
V9	Universalism	Importance of taking care about environment	Negative – perceiving lower level of corruption in a country
V10	Tradition	Importance of tradition	Negative – perceiving lower level of corruption in a country

Source: own analysis

Based on the debated effects it is possible to divide the values into two main groups according the criteria how much they focus on the individual or society. This may be seen also in Schwartz (2012) who divides the basic values into four main groups¹³. The similar division of values may be found also at Hofstede (1984) as one of the cultural dimensions regarding individualistic and collectivistic focus of cultures. The variables are viewed as a part of these groups, but each variable will be analysed separately.

Figure 3.: The division of the analysed values based on the social or individual focus.



Source: own data

The first group is called **self-oriented** and the questions belonging to this group are V₁, V₂, V₄, V₆ and V₇ (*It is important to this person to think up new ideas and be creative; to do things one's own way, It is important to this person to be rich; to have a lot of money and expensive things, It is important to this person to have a good time to "spoil" oneself, Being very successful is important to this person to have people recognize one's achievements, Adventure and taking risks are important to this person; to have an exciting life*).

The second group is called **society-oriented** and the questions belonging to this group are V₃, V₅, V₈, V₉ and V₁₀ (*Living in secure surroundings is important to this person; to avoid anything that might be dangerous, It is important to this person to help the people nearby; to care for their well-being, It is important to this person to always behave properly; to avoid doing anything people would say is wrong, Looking after the*

¹³ These groups are personal focus, social focus, self-protection and self-expansion.

environment is important to this person; to care for nature. Tradition is important to this person; to follow the customs handed down by one's religion or family).

The society-oriented group is expected to perceive lower level of corruption based on an assumption that the countries where these values are considered as important shall be more socially focused and would demand higher regulation and bigger size of government. Thus, the trust in the government would be in these countries higher. Also, they focus more on the fact how an individual relates to others (Schwartz, 2010).

On the other hand, the self-oriented group is expected to perceive higher level of corruption because of the fact that personally focused people are more oriented on individual self-expansion, growth and success (Schwartz, 2010). Thus, they shall less hesitate to report any illegal activity they are experiencing.

2. Data description

To verify the central hypothesis I decided to use secondary analyses of the data collected from various sources. Secondary analysis allows me to use already collected data from the international organisations. The information about personal characteristics and the values of respondents were gathered by the World Value Survey (WVS). I am using the data from the Wave 5, which was held from 2005 to 2009. The wave documentation includes revised official aggregates, complete results, questionnaire and some other documents. The number of countries for which are the data available is 52.

The number of respondents questioned in each country varies around the 1500 per country. Among the all countries are all respondents asked the same questions from the standardised questionnaire created by WVS. In each country has the patronage over the survey a research organisation, usually universities. There is also available information about the institution, which conducted the research, which are either research institutions or private companies specialising in the polls and analysing of the data. The questionnaire consists of questions regarding family, gender, religion, opinions about political systems and many more areas. Interesting is also part focusing on the observing of the interviewer who is answering the questions regarding the interest of the respondent during the survey.

The standardised data about the perception of corruption are used from the Corruption Perception Index (CPI) which is measured annually by the Transparency International among different countries in the world. Transparency International creates the CPI based on the data from independent institutions focusing on the analysis of the business and government environment. The data for 2006 are available for 163 countries.

With respect to the topic this thesis is dealing with I decided to use following question as the representative of the personal characteristics:

Now I will briefly describe some people. Using this card, would you please indicate for each description whether that person is very much like you, like you, somewhat like you, A little like you, not like you, or not at all like you?

V₁ - It is important to this person to think up new ideas and be creative; to do things one's own way.

V₂ - It is important to this person to be rich; to have a lot of money and expensive things.

V₃ - Living in secure surroundings is important to this person; to avoid anything that might be dangerous.

V₄ - It is important to this person to have a good time to “spoil” oneself.

V₅ - It is important to this person to help the people nearby; to care for their well-being.

V₆ - Being very successful is important to this person to have people recognize one’s achievements.

V₇ - Adventure and taking risks are important to this person; to have an exciting life.

V₈ - It is important to this person to always behave properly; to avoid doing anything people would say is wrong.

V₉ - Looking after the environment is important to this person; to care for nature.

V₁₀ - Tradition is important to this person; to follow the customs handed down by one’s religion or family.

The answers are coded on the scale from 1 – Very much like you to the 6 – Not at all like you. With respect to the number of indicators I unify the categories *very much like you*, *like you* and *somewhat like you* into one category. In this thesis I am working with the percentages of the respondents representing populations of the analysed countries¹⁴. This method is usually used to find out the rate of agreement or disagreement with a certain statement and it is one of the most reliable techniques when measuring human values (Schwartz, 2012).

As introduced earlier, this set of questions represents the Portrait Values Questionnaire, which is usually being used to analyse values of people who were not educated in Western school system. This questionnaire for variables V₁₋₁₀ which was made by WVS is simplified than the original PVQ. In PVQ respondents answer forty questions and identify themselves as possessing (or not possessing) ten personal traits. In the questionnaire by WVS respondents answer ten questions regarding ten values. This may suggest that in the WVS the human values might not be explored deeply enough.

¹⁴ Even the formulation of the question in the meaning how the respondent identifies with a certain statement may cause a distortion in the results of the survey. Respondents might have a tendency to answer the questions in a way that does not reflect the truth, but how they want to be seen by others. Also, pursuing of some characteristics may not be socially acceptable (for example being rich).

For the data analysis was selected the quantitative form of research, which is recommended for the analysis of statistical variables (Disman, 2008). At first, the equations with dependent and independent variables were set and then I run a single correlation test and regression analysis.

3. Methodology

To identify the connection between the corruption perception and personal characteristics I will use similar framework as developed by Conelly and Ones (2008) connected with the contributions of Mocan (2008). This framework is based on the assumption that the level of the development of the country is connected with its legal, political and economic characteristics. The analysis starts with an estimation of cross-country regression of the following linear equation (1) with the explanatory variables entered independently and linearly where “ V_i ” corresponds to values in each country in the sample:

$$CPI = a_0 + a_1 V_i + a_2 Z + e \quad (1)$$

Dependant variable CPI denotes the Corruption Perception Index for each country for the year 2006. The first independent variable V_i represents personal characteristics measured as a percentage of positive answers on the asked questions. According to the hypothesis I expect the relation to be positive regarding the group of self-oriented values and negative regarding the society-oriented values. Since I am analysing ten variables, I work with ten similar equations where the variable V_i differs. In this general form V_i represents variables V_1 - V_{10} where V_1 = Creativity, V_2 = Being rich, V_3 = Living in secure surroundings, V_4 = Taking care about ourselves V_5 = Taking care of others V_6 = Being successful, V_7 = Excitement and adventure, V_8 = Necessity to behave according the rules, V_9 = Taking care about environment, V_{10} = Tradition. The variable Z represents the common regression control variables that have been identified by previous studies as possible transmission channels for corruption: wealth, growth, education and urbanisation. The variable e represents error term.

To estimate the overall effect of corruption it is important to define the equation for the variables which may have also effect on the corruption perception:

$$Z = f(CPI, Econ) \quad (2)$$

Where the Econ refers to economic factors. Mocan (2008) notes, that economic factors are negatively impacted to the extent of the corruption in the country. This reflects following equation:

$$Econ = f(CPI, W, V, E) \quad (3)$$

Where the CPI represents the level of corruption, which has an impact on the economic development. Variable W denotes to wealth represented by the GDP per

capita. Scott (1972) notes, that the existence of more equal distribution of wealth refers to the existence of the middle class, which refers to a certain level of purchasing power and thus, promotes the economic development. E represents the human capital measures that impact economic development, such as the level of the education in the country.

When we substitute the equation (3) into (2), the result is macro reduced form:

$$Z = f [CPI, V, \ln (W), E] \quad (4)$$

W enters the regression in logarithmic form to prevent the effect of multicollinearity. E denotes to the percentage of respondents who gained a university degree. Conelly and Ones (2008) include into the equation the annual change of the GDP and the urbanisation in the country. ΔW represents the annual change in the GDP per capita measured as $(Y_t - Y_{t-1})/Y_t$ and U stands for the percentage of respondents living in the cities. Thus, the final form of the equation shall be:

$$Z = f [CPI, \ln (W), \Delta W, E, U] \quad (5)$$

Substituting of the equation Z_i (5) into the equation (1) generates the resulting equation:

$$CPI = a_0 + a_1 V_i + a_2 \ln (W) + a_3 \Delta W + a_4 E + a_5 U + e \quad (6)$$

Analysed countries: Andorra, Argentina, Australia, Brazil, Bulgaria, Canada, Chile, China, Taiwan, Cyprus, Ethiopia, Finland, France, Georgia, Germany, Ghana, Hungary, India, Indonesia, Iran, Japan, Jordan, South Korea, Malaysia, Mali, Mexico, Moldova, Morocco, Netherlands, Norway, Peru, Poland, Romania, Russia, Rwanda, Viet Nam, Slovenia, South Africa, Spain, Sweden, Switzerland, Thailand, Trinidad and Tobago, Turkey, Ukraine, Egypt, Great Britain, United States, Burkina Faso, Uruguay, Serbia and Montenegro, Zambia.

3.1. Control variables

The control variables used in this data analysis are wealth, which is understood as GDP per capita of the country where the GDP is measuring the economic performance of the county. The change of wealth which is for the purposes of this thesis defined as a change in the economic performance and counted as an annual percentage change of the GDP per capita in the country. Furthermore, the level of education measured as a percentage of country's citizens with completed secondary education and urbanisation as the percentage of population of a country living in the cities. The data used for control variables were collected by the World Bank in the year 2006.

4. Results

This chapter presents the results of the analyses, which were focusing on examining of the relation among the human values and perceived level of corruption. Firstly there are results of the bivariate correlation followed by the results of regression analysis.

4.1. The bivariate correlations

The bivariate correlation test was run to analyse the relation between the characteristics and the perceived level of corruption. Correlation analyses the relation between two variables, but it does not allow us to decide whether there is a causal relation between the variables and whether one implies the other.

Table 2: The country level correlation – results

Descriptive statistics and correlations													
	Mean	Stan. deviation	Corruption	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10
Corruption	4,9	2,33											
V1 - Creativity	71,86	11,28	.17										
V2 – Being rich	34,17	18,88	-.54**	.32**									
V3 – Living in secure	77,05	12,67	-.31**	.54**	.51**								
V4 – Taking care of ourselves	51,73	17,14	.26	.36**	.01	.25							
V5 – Helping	83,39	10,23	.02	.62**	.10	.54**	.26						
V6 – Being successful	60,70	14,52	-.52**	.42**	.72**	.65**	.20	.32**					
V7 – Excitement and adventure	39,00	12,34	-.25	.51**	.64**	.39**	.04	.20	.59**				
V8 – Behaving according the rules	73,26	12,52	-.56**	.33**	.54**	.70**	.21	.42**	.75**	.51**			
V9 – Taking care of environment	78,88	9,53	-.03	.56**	.06	.60**	.40**	.74**	.39**	.15	.52**		
V10 - Tradition	74,00	14,27	-.59**	.29**	.50**	.64**	.13	.52**	.61**	.38**	.69**	.56**	

* means significant on 10% level, ** - significant on 5% level, *** significant on 1% level.

Source: own analysis

The results of the correlation analysis are shown in table 2. They indicate that the variables V₂, V₃, V₆, V₈ and V₁₀ show statistically significant correlation to CPI. The critical value for the analysis of the sample of fifty countries is 0,273 on the 5 % level of significance.

The assumed relation with variable V_2 – **Being rich** was positive and thus, in countries considering being rich as important shall be higher level of perceived corruption. The correlation coefficient is $-.54$ on the 5% level of significance. This shows that the result did not support my hypothesis. The relation between the importance of being rich and perceived level of corruption is negative and the perceived level of corruption in the researched countries is lower. This suggests that the first effect connected with importance of individuality characteristic for capitalist environment was stronger than estimated.

The variable V_3 – living in **secure surroundings** showed negative relation to perceived level of corruption with the correlation coefficient $-.31$ on the 5% level of significance. This supports my hypothesis claiming that the perceived level of corruption in countries considering living in secure surroundings as important is lower. This may be explained by bigger pressure on government when pursuing public safety connected with higher trust to government. Another possible explanation may be that people who find living in secure surroundings as important are wealthy people who appreciate more independence and freedom. This is again characteristic for free market countries where everyone is following his own interests and thus the system functions with lower level of corruption. Or the relation might be opposite and the environment in low-corrupt countries might be resulting in being more secure and safe.

The relation regarding the variable V_6 – **Being successful** again did not support my hypothesis. The perceived level of corruption in the countries considering being successful as important was expected to be higher. The results of the correlation analysis with the correlation coefficient $-.052$ on the 5% level of significance showed that the relation is negative. The corruption perception in countries considering being successful as important is lower. This may be again explained by the fact that the first effect was stronger than estimated and that focus in success is closely connected to free market economies.

The result of correlation analysis regarding variable V_8 – **Behaving according the rules** support my hypothesis and indicates that the perceived level of corruption in countries considering behaving according the rules as important is lower. The correlation coefficient is $-.56$ on the 5% level of significance. This may be explained by the higher trust to government but also by the fact that Illegal activities may be in

specific cultures concentrated among certain families which may affect the willingness of some individuals to talk about the corrupt behaviour he has been experiencing.

Also the result connected with variable V_{10} – **Tradition** supports my hypothesis and the perceived level of corruption in countries considering tradition as important is lower. The correlation coefficient is - .59 on the 5% level of significance. This may be again explained by the higher trust to the public sector. Another possible explanation might be that the esteem for behaving according specific norms might be high. The fact that in some families has the illegal business been passed on for generations may also affect the willingness to talk about the experienced corrupt behaviour.

The correlations among variables V_1 , V_4 , V_5 , V_7 and V_9 and the perceived level of corruption were not statistically significant. The reason was depicted also when establishing the theoretical base of this thesis. That is the fact the most of the variables are influenced by the different effects, which may be affecting the perceived level of corruption in opposite directions. The final effect may be a result of mutual disruption and may not be statistically significant.

4.2. The regression analysis

For the further data analysis was used the method of regression. It allows researching of the relation between the dependent and independent variable. Beside that there are usually set control variables, which represent factors that are part of a process and may influence the changes of the dependent variable. The main advantage of this method is that it helps to determine the strength of the relation.

Beside the regression the R^2 test is also monitored. The level of significance has been set for $\alpha= 5\%$. If the analysis comes with a result P Value $<0,05$, the relations between the variables are statistically significant. The value of the coefficient is used to determine the type of the relation.

R^2 gains values from zero to one, when zero means that the model does explain none of the data and one that it explains all of them.

For the better orientation among the results of the regression analysis the variables are debated in the groups based on the personal or social focus. The first is a group of more self-oriented values consisting of V_1 – **Creativity**, V_2 – **Being rich**, V_4 – **Taking care of ourselves**, V_6 – **Being successful** and V_7 – **Excitement and adventure**.

The countries considering these values as important were expected to perceive higher level of corruption. The table 3 pictures the results of regression.

Table 3: The regression analysis results – self-oriented values

Variable	Perceived Corruption									
	V ₁ Creativity		V ₂ Being rich		V ₄ Taking care of ourselves		V ₆ Being successful		V ₇ Excitement and adventure	
	Coef.	P Value	Coef.	P Value	Coef.	P Value	Coef.	P Value	Coef.	P Value.
Constant	-4,139	0,049	-3,780	0,088	-2,822	0,126	-1,198	0,573	-3,091	0,129
Variable V_i	0,023	0,146	0,014	0,296	0,008	0,473	-0,013	0,401	0,011	0,480
ln GDP per capita (USD)	1,093**	0,000**	1,244**	0,000**	1,138**	0,000**	1,108**	0,000**	1,156**	0,000**
GDP growth	-0,236**	0,013**	-0,252**	0,009**	-0,239**	0,015**	-0,241**	0,014**	-0,248**	0,011**
Education	-0,009	0,470	-0,016	0,198	-0,014	0,284	-0,017	0,189	-0,014	0,277
Urbanisation	-0,006	0,620	-0,007	0,570	-0,010	0,455	-0,011	0,416	-0,007	0,567
R²	0,763		0,758		0,745		0,755		0,754	
N	50		50		50		50		50	

* means significant on 10% level, ** - significant on 5% level, *** significant on 1% level.

Source: Own analysis

There is no statistically significant relation between the perceived level of corruption and analysed variables based on the regression data analysis. If I compare these results with the correlation analysis in previous chapter I will find that two variables V₂ - Being rich and V₆- Being successful were correlated to the perceived level of corruption negatively. This did not support my hypothesis and in the countries where being rich (and alternatively being successful) was considered as important the perceived level of corruption was lower. After running a regression and filtering for other control variables the relation is not significant. This may be explained by the fact that both these values are oriented on promoting individuality and independence which may be more visible in developed free market countries which usually have larger GDP per capita or the relationship that was found as statistically significant in the correlation analysis was caused by a third variable.

The results may be also influenced by the fact that the two different effects may be affecting the perceived level of corruption in opposite directions. The final effect may be a result of mutual disruption and may not be statistically significant.

The statistically significant relation was found between the perceived corruption and level of GDP per capita and between the perceived corruption and GDP growth. This suggests that with higher economic growth there is a statistically significant decrease in the perceived level of corruption in the country. The other control variables (education and urbanisation) did not show statistically significant relation.

Regarding the R2 the values are always above the 0, 7 and the highest gained value of R2 is 0,758 for the variable V₂. This means that the model has high explanatory value and the most of the values are explained by this model.

The second group of variables is socially focused. The values that are more socially-oriented are V₃ – **Living in secure surroundings**, V₅ – **Helping others**, V₈ – **Behaving according the rules**, V₉ – **Taking care of environment** and V₁₀ – **Tradition**. The countries, which were considering these values as important, were expected to perceive lower level of corruption.

Table 4: Regression analysis results – society-oriented values

Variable	Perceived Corruption									
	V ₃ Living in secure surroundings		V ₅ Helping others		V ₈ Behaving according the rules		V ₉ Taking care of environment		V ₁₀ Tradition	
	Coef.	P Value	Coef.	P Value	Coef.	P Value	Coef.	P Value	Coef.	P Value
Constant	-1,459	0,51	-2,378	0,26	0,8	0,716	-2,192	0,316	0,958	0,666
Variable V_i	-0,009	0,558	0,001	0,951	-0,032**	0,044**	-0,001	0,937	-0,30**	0,039**
ln GDP per capita (USD)	1,119**	0,000**	1,134**	0,000**	1,033**	0,000**	1,136**	0,000**	0,987**	0,000**
GDP growth	-0,250**	0,010**	-0,253**	0,011**	-0,223**	0,018**	-0,251**	0,011**	-0,235**	0,012**
Education	-0,016	0,200	-0,015	0,233	-0,018	0,147	-0,016	0,224	-0,015	0,201
Urbanisation	-0,009	0,492	-0,009	0,505	-0,008	0,539	-0,009	0,509	-0,007	0,585
R2	0,753		0,751		0,774		0,752		0,775	
N	50		50		50		50		50	

* means significant on 10% level, ** - significant on 5% level, *** significant on 1% level.

Source: Own analysis

The statistically significant relation with a perceived level of corruption was found regarding the Variable V₈ – Behaving according the rules and V₁₀ – Tradition. When comparing with the correlation analysis results there were found correlations among corruption perception and V₈, V₁₀ and V₃ – Living in secure surroundings. After

running a regression and filtrating for control variables the relation between the perceived corruption and V_3 is not statistically significant.

The variable V_8 – Importance of behaving according the rules shows statistically significant negative relation with the perceived level of corruption. This supports my hypothesis and indicates that the perceived level of corruption in countries considering behaving according the rules as important is lower. The P Value is 0,044 and the coefficient is -0,032. This may be explained by the higher trust to government but also by the fact that Illegal activities may be in specific cultures concentrated among certain families which may affect the willingness of some individuals to talk about the corrupt behaviour he has been experiencing. Thus, the perceived level of corruption may be low while the actual level of experienced corrupt behaviour might be even higher.

The variable V_{10} – Importance of Tradition also shows statistically significant relation with perceived level of corruption. This relation is negative and thus the perceived level of corruption in countries considering tradition as important is lower. The P Value is 0,039 and the coefficient is -0,030. This may be again explained by the higher trust to the public sector. Another possible explanation might be that the esteem for behaving according specific norms might be high. The fact that in some families has the illegal business been passing on for generations may also affect the willingness to talk about the experienced corrupt behaviour.

The variables V_3 , V_5 and V_9 are not statistically significant, which may be also influenced by the fact that the two different effects may be affecting the perceived level of corruption in opposite directions. The final effect may be a result of mutual disruption and may not be statistically significant.

Again the results of the analysis also showed a statistically significant relation between the GDP per capita in USD and the perceived level of corruption and the GDP growth and perceived level of corruption. As well as in a group of self-oriented values, is the resulting relation negative

Regarding the R^2 , its values differ around the number 0, 75. The two variables that have shown statistically significant relation have the value $R^2=0, 774$ (V_8) and 0, 775 (V_{10}). That means that the relative explanatory value of this model is high.

5. Discussion

On the data sample collected by World Value Survey and Transparency International in 2006, which was consisting of 50 countries, I analysed the central hypothesis whether *there is a relation between the perceived corruption and human values of the respondents from researched countries, measured as a percentage of respondents who identified themselves as possessing certain personal traits*. For the orientation purposes were the analysed values divided into two groups based on their social or individual focus, but each variable was analysed separately.

As I depict in the theoretical framework, the most of the variables may influence the perceived level of corruption positively and negatively. Thus, the final effect may be a result of mutual disruption, but also one effect might be stronger. Than it might be each country's specific which of the effects would be stronger and the results of cross-country analysis might not be consistent.

For the further analysis I used regression analysis. Statistically significant relation has showed among Variable V₈ – **Behaving according the rules**. The countries considering behaving according the rules as important perceive a lower level of corruption, measured as a percentage of respondents who identified themselves as possessing certain personal traits. This may be explained by the higher trust to government but also by the fact that illegal activities may be in specific cultures concentrated among some families or relatives. This may affect the willingness of some individuals to talk about the corrupt behaviour they have been experiencing and thus, the perceived corruption captured in statistic may be lower than the actual experienced corruption. Also, the people may be less willing to talk about the experienced corrupt behaviour because the society or family may generally consider it as immoral. Then the individual might be scared to be condemned by the society or family and not talk about it.

Another statistically significant relation has showed among variable V₁₀ – **Tradition** and perceived level of corruption. The countries considering tradition as important perceive a lower level of corruption, measured as a percentage of respondents who identified themselves as possessing certain personal traits. This may be again explained by the higher trust to the public sector. Another possible explanation might be that the esteem for behaving according specific norms might be high. The fact that in

some families has the illegal business been passing on for generations may also affect the willingness to talk about the experienced corrupt behaviour.

The rest of the variables analysed in the regression analysis were not statistically significant which may be due to the different effects influencing the perceived level of corruption in opposite ways. Also, it is possible that there are different effects or variables that I did not take into consideration.

The question also is whether the people might be less willing to talk about the experienced corrupt behaviour because the society or family may consider it as immoral.. Then the individual might be scared to be condemned by the society or family and not talk about it.

The quality of the research

When debating the quality of the research, it is important to note that the corruption perception index does not measure the actual amount of corruption, but only the perceived level. The value of the perceived corruption may differ. This index is often criticised, because people may consider corruption in their country to be higher and more important problem in the society that it really is. On the other hand, it may be also underestimated. The question also is how the level of corruption shall be measured. The corrupt behaviour is illegal and very secretive and it is assumed that the number of reported cases of corruption is lower than their actual number.

The inconsistency among the results may be also caused by the fact that the corruption perception index is measured within the people working in the business and private sector. The experiences and the human values of those people may differ and might not reflect the experiences of other people in the society.

Bias may be caused also by the form of the questions asked in the questionnaire or during the interview. In the analysed questions the respondent often decides whether he is similar to the person described in the statement. The collected answers reflect only the fact how the respondent views himself or how he wants to be viewed by others and not necessary the way he really is.

Conclusion

Corruption and its perception are closely connected to the general trust to public sector, which makes this topic actual at any time. Since the corruption is from its nature hidden illegal activity, there might occur problems regarding the gathering the data. In many cases the researchers work only with the data for perceived level of corruption, which may differ from the actual level of corruption. It is also important to note that the perceived level of corruption consists of two parts. The first reflects the actual level of perceived corrupt behaviour and the second part is how people are willing to talk about it. I see the biggest benefit of this thesis in exploring the relation among the human values and perceived level of corruption and analysing of possible reason for this relation.

The aim of this thesis was to determine and analyse whether there is a relation among human values and perceived level of corruption. This relation was explored among ten variables representing human values (Creativity, Being rich, Living in secure surroundings, Taking care of ourselves, Helping others, Being successful, Excitement and adventure, Behaving according the rules, Taking care of environment and Tradition). At first the bivariate correlations analysis was held where there was found statistically significant correlation among the five variables (being rich, living in secure surroundings, being successful, behaving according the rules and tradition) and perceived level of corruption. This relation was negative and in countries considering these values as important there was a lower level of perceived corruption, measured as a percentage of respondents who identified themselves as possessing certain personal traits.

Then I run the regression analysis while using GDP per capita, GDP growth, Education and Urbanisation as control variables. The perceived level of corruption was used as a dependant variable and the variables V_{1-10} as explanatory variables. Statistically significant relation among the perceived level of corruption and analysed values was found regarding the two variables – **Behaving according the rules** and **Tradition**. The explored relation was negative. In countries considering these values as important was perceived a lower level of corruption, measured as a percentage of respondents who identified themselves as possessing certain personal traits. This may be explained by the higher trust to government but also by the fact that illegal activities may be in specific cultures concentrated among some families or relatives. This may

affect the willingness of some individuals to talk about the corrupt behaviour they have been experiencing. Another explanation might be that the people may be less willing to talk about the experienced corrupt behaviour because the society or family may consider it as immoral.. Then the individual might be scared to be condemned by the society or family and not talk about it.

The rest of the variables were not statistically significant which could be explained by the fact that the most of the variables may influence the perceived level of corruption in both ways - positively and negatively. Thus, the final effect might be affected by one stronger effect but it may be also resulting in a mutual disruption. Each country may also have its cultural and value specifics and the results of cross-country analysis might not be consistent.

This topic has many possibilities to be extended and deeply analysed. One possible way is to collect more data regarding the perceived level of corruption not just from higher management but also from employees and economically inactive country's population. This would enable us to get the wider view on the relation among human values and the perceived level of corruption. Also, there might be different or other aspects that may influence the examined relation and I did not take them into consideration.

References

Literature

GHERSI, ENRIQUE. 2006. "Economía de la corrupción". Caracas: Centro de la Divulgación del Conocimiento Económico.

HOFSTEDDE, Geert H, Gert Jan HOFSTEDDE a Michael MINKOV. *Cultures and organizations: software of the mind : intercultural cooperation and its importance for survival*. 3rd ed. New York: McGraw-Hill, c2010, xiv, 561 p. ISBN 0071664181.

HUNTINGTON, Samuel P. *Political order in changing societies*. 8th print. New Haven: Yale University Press, 1968, xi, 488 s. ISBN 0-300-01171-7.

HUNTINGTON, Samuel P a Lawrence E HARRISON, LIPSET, S. M., LENZ, G, S. *Culture matters: how values shape human progress*. New York: Basic Books, c2000, xxxiv, 348 p. ISBN 0465031765.

MASLOW, By Abraham H. *Eupsychian management; a journal*. Homewood, Ill: R.D. Irwin, 1965. ISBN 9780870940569.

NYE, J.S. Corruption and Political Development: A Cost-Benefit Analysis. *American Political Science Review*, 1967, vol 61, no.2, p. 417-427.

OLSON, Mancur. *The logic of collective action: public goods and the theory of groups*. Cambridge, MA: Harvard University Press, 1965, x, 176 p. Harvard economic studies, v. 124. ISBN 978-0674537514.

ROSE-ACKERMAN, Susan. *Corruption and government: causes, consequences, and reform*. 1st ed. Cambridge: Cambridge University Press, 1999, xiv, 266 s. ISBN 0521632935.

ROSE-ACKERMAN, SUSAN. 2001. Trust, honesty and corruption: reflection on the state-building process. *European Journal of Sociology*, vol. 42: 27-71.

VON MISES, Ludwig a Bettina Bien GREAVES. *Bureaucracy*. Indianapolis: Liberty Fund, c2007, xvi, 105 p. ISBN 0865976643.

WEBER, Max, Translated by Talcott PARSONS a With an introduction by Anthony GIDDENS. *The Protestant ethic and the spirit of capitalism*. London: Routledge, 2001. ISBN 0203995805.

Internet sources

CONNELLY, B. S. a D. S. ONES. The Personality of Corruption: A National-Level Analysis. *Cross-Cultural Research* [online]. 2008-07-11, vol. 42, issue 4, s. 353-385 [cit. 2014-11-16]. DOI: 10.1177/1069397108321904. Dostupné z: <http://ccr.sagepub.com/cgi/doi/10.1177/1069397108321904>.

GHERSI, ENRIQUE. 2006. "Economía de la corrupción". Caracas: Centro de la Divulgación del Conocimiento Económico.

HARRISON, Elizabeth. Corruption. *Development in Practice* [online]. 2007, vol. 17, 4-5, s. 672-678 [cit. 2015-04-10]. DOI: 10.1080/09614520701469971.

HUSTED, Bryan W. Wealth, Culture, and Corruption. *Journal of International Business Studies* [online]. 1999, roč. 30, č. 2 [cit. 2015-05-02]. Dostupné z: <http://www.jstor.org/stable/155316>.

LYONS, Sean, Linda DUXBURY a Chris HIGGINS. An Empirical Assessment of Generational Differences in Work-Related Values. *Human Resources Management* [online]. 2005, roč. 26, č. 9, s. 62-71 [cit. 2015-05-02]. Dostupné z: <http://www.amsciepub.com/doi/abs/10.2466/pr0.101.2.339-352>.

MOCAN, NACI. WHAT DETERMINES CORRUPTION? INTERNATIONAL EVIDENCE FROM MICRODATA. *Economic Inquiry* [online]. 2008, vol. 46, issue 4, s. 493-510 [cit. 2015-05-02]. DOI: 10.1111/j.1465-7295.2007.00107.x.

MCCRAE Robert R., HOFSTEDE, Geert. Personality and Culture Revisited: Linking Traits and Dimensions of Culture. *Cross-Cultural Research* [online]. 2004, vol. 38, issue 1, p. 52-88 [cit. 2015-03-02]. DOI: 10.1177/1069397103259443.

MELGAR, N., M. ROSSI a T. W. SMITH. The Perceptions of Corruption. *International Journal of Public Opinion Research* [online]. 2010-03-04, vol. 22, issue 1, s. 120-131 [cit. 2014-11-14]. DOI: 10.1093/ijpor/edp058. Dostupné z: <http://ijpor.oxfordjournals.org/cgi/doi/10.1093/ijpor/edp058>.

NELKEN L., LEVI M. The Corruption of politics and the politics of Corruption: An overview. *Journal of law and Society*, vol. 23, p 1-17, [cit. 2015-01-16].

SHLEIFER, Andrei a Robert W. VISHNY. Corruption. *The Quarterly Journal of Economics*. 1993, vol. 108, No. 3. Available at :<http://www.jstor.org/stable/2118402>.

SCHWARTZ, Shalom H. An Overview of the Schwartz Theory of Basic Values. *Online Readings in Psychology and Culture* [online]. 2012, vol. 2, issue 1 [cit. 2015-05-02]. DOI: 10.9707/2307-0919.1116.

SCHWARTZ, Shalom H., Gian Vittorio CAPRARA a Michele VECCHIONE. Basic Personal Values, Core Political Values, and Voting: A Longitudinal Analysis. *Political Psychology* [online]. 2010, vol. 31, issue 3, s. 421-452 [cit. 2015-05-02]. DOI: 10.1111/j.1467-9221.2010.00764.x.

SCHWARTZ, Shalom H., SAGIV, Lilach. Value priorities and readiness for out-group social contact. *Journal of Personality and Social Psychology* [online]. 1995, vol. 69, issue 3, p. 437-448 [cit. 2015-03-05]. DOI: 10.1037/0022-3514.69.3.437.

SVENSSON, Jakob. Eight Questions about Corruption. *Journal of Economic Perspectives* [online]. 2005, vol. 19, issue 3, s. 19-42 [cit. 2015-04-10]. DOI: 10.1257/089533005774357860.

SWANY, Anand, LEE Young, AZFAR, Omar, KNACK Stephen, Gender and Corruption (November 1999). IRIS Center Working Paper No. 232. Available at SSRN: <http://ssrn.com/abstract=260062>.

TREISMAN, Daniel. What Have We Learned About the Causes of Corruption from Ten Years of Cross-National Empirical Research?. *Annual Review of Political Science* [online]. 2007, vol. 10, issue 1, s. 211-244 [cit. 2015-05-12]. DOI: 10.1146/annurev.polisci.10.081205.095418.

Data sources

EVS (2010): European Values Study 2006-2010, 4th wave, Integrated Dataset. GESIS Data Archive, Cologne, Germany, ZA4800 Dataset Version 2.0.0 [2014-11-05], doi:10.4232/1.10188.

TRANSPARENCY INTERNATIONAL (2006), Corruption Perceptions Index 2008. Dataset. [2014-11-02]. Available at: http://www.transparency.org/research/cpi/cpi_2006/0/.

WORLD BANK (2006), indicators: GDP per capita (current USD), GDP growth (annual %), Finished secondary education, Urban population (% of total). Dataset. [2014-11-02]. Available at: <http://data.worldbank.org/indicator>.

The list of figures and tables

Figure 1: Theoretical model of relations among ten motivational types of value.....	14
Figure 2: The universal value structure.....	14
Figure 3.: The division of the analysed values based on the social or individual focus.	26
Table 1: The summary of expected relation between personal characteristics and perceived corruption.....	25
Table 2: The country level correlation – results.....	33
Table 3: The regression analysis results – self-oriented values	36
Table 4: Regression analysis results – society-oriented values.....	37