

SOCIAL PROFILES

EGOCENTRIC _____

_____ SOCIOCENTRIC

RIGHTS-BASED _____

_____ DUTY-BASED

PERSONAL _____

_____ POSITIONAL

ELABORATED
CODE _____

_____ RESTRICTED
CODE

ACHIEVED
STATUS _____

_____ ASCRIBED
STATUS

NOVELTY _____

_____ TRADITION

COMPETITION
("limited good") _____

_____ COLLABORATION
("common good")