

Social Value Orientation (SVO)

The SVO is a psychometric tool that measures an individual's preferences regarding the distribution of resources between themselves and others. It is often used to understand altruistic and cooperative behaviors in an economic or social context.

Number of questions	6 questions
Estimated duration	5 minutes
Language	English
Original name	Social Value Orientation
Authors	Murphy, R. O., Ackermann, K. A., & Handgraaf, M. J. J. (2011)

Preview of the 6 questions

You are paired with another person you do not know, who will remain anonymous.

Item 1: choose your preferred distribution

- You receive 85 / Other receives 85
- You receive 85 / Other receives 76
- You receive 85 / Other receives 68
- You receive 85 / Other receives 59
- You receive 85 / Other receives 50
- You receive 85 / Other receives 41
- You receive 85 / Other receives 33
- You receive 85 / Other receives 24
- You receive 85 / Other receives 15

You are paired with another person you do not know, who will remain anonymous.

Item 2: choose your preferred distribution

- You receive 85 / Other receives 15
- You receive 87 / Other receives 19
- You receive 89 / Other receives 24
- You receive 91 / Other receives 28
- You receive 93 / Other receives 33
- You receive 94 / Other receives 37
- You receive 96 / Other receives 41
- You receive 98 / Other receives 46
- You receive 100 / Other receives 50

You are paired with another person you do not know, who will remain anonymous.

Item 3: choose your preferred distribution

You receive 50 / Other receives 100	You receive 54 / Other receives 98	You receive 59 / Other receives 96
You receive 63 / Other receives 94	You receive 68 / Other receives 93	You receive 72 / Other receives 91
You receive 76 / Other receives 89	You receive 81 / Other receives 87	You receive 85 / Other receives 85

You are paired with another person you do not know, who will remain anonymous.

Item 4: choose your preferred distribution

You receive 50 / Other receives 100	You receive 54 / Other receives 89	You receive 59 / Other receives 79
You receive 63 / Other receives 68	You receive 68 / Other receives 58	You receive 72 / Other receives 47
You receive 76 / Other receives 36	You receive 81 / Other receives 26	You receive 85 / Other receives 15

You are paired with another person you do not know, who will remain anonymous.

Item 5: choose your preferred distribution

You receive 100 / Other receives 50	You receive 94 / Other receives 56	You receive 88 / Other receives 63
You receive 81 / Other receives 69	You receive 75 / Other receives 75	You receive 69 / Other receives 81
You receive 63 / Other receives 88	You receive 56 / Other receives 94	You receive 50 / Other receives 100

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Scoring & interpretation

The test includes different situations in which the individual chooses among several resource distribution options. The results are used to classify the individual into one of the social value categories: altruistic, individualistic, or competitive.

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