Evaluative Criterion 1.

Affectivity - - - Affective Neutrality

Gratification	Control
Nonmoral	Moral
Permissiveness	Discipline
Fulfillment of desires	Renunciation
-Kwakutle	-Hopi
-Modernity	-Protestant ethic
-trantricism	-monasticism

Evaluative Criterion 2.

Collecitve Interests - Private Interests

Group oriented	Individual oriented
Corporate responsibility and decisions	Personal fulfillment and decision making
-tribalism	-modernity
-Bunyoro	-Kapauku

Evaluative Criterion 3.

Transcendence - - - -Immanence

Universalism	Particularism
Standardization	Variation
Treat all alike	Treat each one on basis of status, role
Universal and absolute theories	Adaptation to situational context
Absolute ethics	Situational ethics
-Judeo-Christian	-Hinduism

Evaluative Criterion 4.

Ascription - - - - - Achievement

Relation on the basis of one is	Relation on the basis of one does
Ascribed roles	Achieved roles
Attributes	Performance
-India	-USA

Evaluative Criterion 5.

Diffuseness - - - - -Specificity

Take broad context into account	Take only narrow context into account