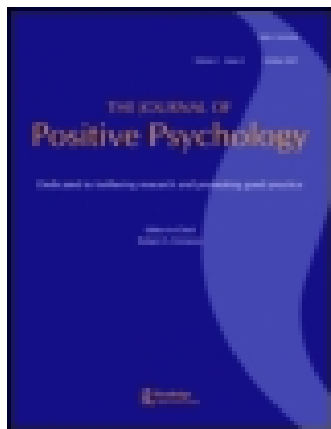


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Character strengths in 75 nations: An update

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This study represents an extension of Park, Peterson, and Seligman, who found substantial convergence across 54 nations and all 50 US states in the self-report of character strengths. Though their overall sample was substantial, some countries were represented by as few as 20 cases. The present study updates their work, using a sample of 1,063,921 adults who completed the Values in Action Inventory-Inventory of Strengths online between 2002 and 2012. The results for 75 nations each represented by at least 150 respondents suggest substantial cross-cultural similarity in endorsement of the strengths. The most highly endorsed character strengths were Honesty, Fairness, Kindness, Judgment, and Curiosity, while the least endorsed were Self-Regulation, Modesty, Prudence, and Spirituality. Though the participants probably represent a biased sample for many of the countries examined in the study, these results suggest grounds exist for cross-cultural dialog on how to advance the development of good character.

Keywords: character strengths; VIA-IS (Values in Action Inventory); cross-cultural

The positive psychology movement was founded with the intention of providing insight into three elements of positive functioning: positive experiences, positive institutions and communities, and positive character (Seligman & Csikszentmihalyi, 2000). The last of these three objectives was substantially advanced by the development of a model of virtues and character strengths that was crafted with cross-cultural generality in mind. To meet this goal, authoritative classic texts on the nature of virtue from Confucian, Taoist, Buddhist, Hindu, classical Greek, Judeo-Christian, and Muslim traditions were reviewed (Dahlsgaard, Peterson, & Seligman, 2005), resulting in the identification of six key virtues thought to be broadly recognized across the great written traditions on the nature of good behavior.

Working within this framework, Peterson and Seligman (2004) identified 24 character strengths that are intended to capture the key elements of each of the core virtues. The resulting classification is outlined in Table 1. This model served as the basis for the development of a measure of personal strengths titled the Values in Action Inventory-Inventory of Strengths (VIA-IS), which has been found to be a valid and reliable measure of positive functioning (e.g. Park, Peterson, & Seligman, 2004; Peterson & Seligman, 2004; Ruch et al., 2010). Though the VIA-IS was originally developed for use in the USA, a number of studies have demonstrated that the character strengths have cross-generational and cross-cultural utility, even in

cultures beyond the traditions that served as the basis for the original model of virtues (Biswas-Diener, 2006; Toner, Haslam, Robinson, & Williams, 2012; van Eeden, Wissing, Dreyer, Park, & Peterson, 2008).

Evidence that the 24 strengths are recognized and admired cross-culturally provides a backdrop for evaluating cross-cultural variability in their expression. Specifically, Park, Peterson, and Seligman (2006) provided information on the rank ordering of the 24 character strengths across 54 countries as well as the 50 states of the USA. Though there were some variations across countries, it was the degree of convergence that was particularly striking. Spearman correlations between the US profile of ranks and that of other countries varied between 0.73 and 0.99, with a mean of 0.78. While the finding was an important one, demonstrating basic concordance across cultures in the manifestation of character strengths, this early study suffered from limited data. To provide as broad a snapshot of national patterns as possible, Park et al. (2006) used samples with as few as 20 participants. Some of the samples were substantial: the US sample alone included 83,576 cases, and five other countries were represented by samples of more than 1000. However, 34 of 54 countries (63%) were represented by fewer than 100 cases and 21 (39%) by less than 50 cases.

Since then, individuals around the world have continued to complete the VIA-IS online. The present study represents an extension of Park et al.'s cross-cultural anal-

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Table 1. The VIA-IS model.

Virtues and character strengths

Wisdom and knowledge: acquisition and use of knowledge

- Creativity [originality, ingenuity]: thinking of novel and productive ways to do things
- Curiosity [interest, novelty-seeking, openness to experience]: taking an interest in all experience
- Judgment & open-mindedness [critical thinking]: thinking things through and examining them from all sides
- Love of Learning: mastering new skills, topics, and bodies of knowledge
- Perspective [wisdom]: being able to provide wise counsel to others

Courage: exercise of will to accomplish goals in the face of opposition

- Bravery [valor]: not shrinking from threat, challenge, difficulty, or pain
- Perseverance [persistence, industriousness]: finishing what one starts
- Honesty [authenticity, integrity]: speaking the truth and presenting oneself in a genuine way
- Zest [vitality, enthusiasm, vigor, energy]: approaching life with excitement and energy

Humanity: care for others

- Capacity to Love and Be Loved: valuing close relations with others
- Kindness [generosity, nurturance, care, compassion, altruistic love, ‘niceness’]: doing favors and good deeds for others
- Social Intelligence [emotional intelligence, personal intelligence]: being aware of the motives and feelings of self and others

Justice: contributors to health community life

- Teamwork [citizenship, social responsibility, loyalty]: working well as member of a group or team
- Fairness: treating all people equally
- Leadership: organizing and overseeing group activities

Temperance: protectors against excess

- Forgiveness & mercy: forgiving wrongdoing
- Modesty & humility: letting one’s accomplishments speak for themselves
- Prudence: showing care in one’s choices
- Self-regulation [self-control]: regulating what one feels and does

Transcendence: provide meaning or connection to the larger universe

- Appreciation of beauty and excellence [awe, wonder, elevation]: appreciating beauty and excellence
- Gratitude: being aware of and thankful for good things
- Hope [optimism, future-mindedness, future orientation]: expecting the best and working to achieve it
- Humor [playfulness]: liking to laugh and joke
- Religiousness & spirituality [faith, purpose]: holding coherent beliefs about meaning in life

Note: Terms in brackets are alternative labels for the character strength.

ysis of character strengths using more reasonable sample sizes than were possible at the time of the earlier study.

Method

Participants

The study involved 1,063,921 adults 18 or older who completed the VIA-IS on the Authentic Happiness (www.authentichappiness.com) or VIA Institute (www.viacharacter.org) website between 2002 and 2012, and who indicated residence in a country represented by at least 150 individuals in the sample. Data were drawn from the same database used by Park et al. (2006), so their participants were included in and presumably comprise about 10% of the present sample as well. Unfortunately, there was no way to identify and exclude cases from the Park et al. study, so the present study should be considered an update of their work.

The VIA-IS was originally only available in English but can now be completed in any of 20 languages. Language of completion was not available, but it is likely most completed the instrument in English.

Prior research on web-based research with unsolicited and unselected participants suggests the resulting data are generally as good as data produced through in-person contacts (e.g. Germine et al., 2012; Gosling, Vazire, Srivastava, & John, 2004). It is believed the large majority of respondents approached the task conscientiously, as it required completing all 240 items of the VIA-IS, and those who completed the entire instrument received immediate feedback on their results.

The US sample was the largest, with 634,933 completers (59.68%). The mean age of participants was 35.69 (SD = 13.24). The mean for US participants was 35.29 (SD = 14.12) versus 36.20 (SD = 12.00) for the other 74 nations. Though this was a significant difference, the

associated d value (pooled variances formula) was only -0.07 . This finding highlights a problem with using significance tests for analyses that involve individual cases as data points in this study. Given the very large sample sizes, almost all tests are significant at a very low probability, which could result in misleading conclusions about the size of an effect. Accordingly, interpretation of the results from analyses that involve individual-level data will be based on effect size statistics.

Comparisons of the US sample with the remaining cases produced similarly small effects for gender ($\phi = 0.04$) and education ($\phi = 0.15$). The sample as a whole was 66.18% female (67.54% for the US sample and 64.14% for the remaining cases). The modal educational attainment was a bachelor's degree (28.98%), with the second most common level 'post-college' (28.74%) and third was 'some college' (23.50%). Across the sample as a whole, 87.39% of participants had attended college.

Park et al. (2006) provided results comparing other nations to both the observed US sample and a US sample corrected, so it more accurately matched the US population as a whole on various demographic variables. In the absence of correction for the 74 non-US samples, the present article focuses exclusively on the uncorrected US sample. Any biases in the US sample were likely to be mirrored in the non-US samples, resulting in exaggerated discrepancies between the corrected US and uncorrected non-US samples. This possibility was noted in the original article.

Measure

The VIA-IS is a 240-item self-report instrument comprised of 24 10-item scales representing each of the character strengths. Items are completed on a five-point scale from *very much like me* to *very much unlike me*. All items are keyed in the same direction, so that *very much like me* is always associated with more of the character strength. The items are all face valid indicators of the character strength they represent, e.g. 'I love to learn new things' for Love of Learning or 'My friends say that I have lots of new and different ideas' for Creativity. In US samples, the VIA-IS scales are consistently associated with Cronbach's alpha reliability values of 0.70 or higher (Peterson, Park, & Seligman, 2005; Peterson & Seligman, 2004).

Results

For each country, Table 2 provides the number of cases in the sample, the Spearman correlation comparing the country's profile of ranks with the US profile, and the mean d value comparing that country's means with US means. Absolute d values were used in the computation of the mean d , so this statistic indicates the mean difference in the means but does not provide information about the direction of the differences. The rank order for each char-

acter strength is followed in parentheses by the mean.¹ Superscripts are used to identify small ($d \geq 0.20$), medium ($d \geq 0.50$), and large ($d \geq 0.80$) effects using the thresholds recommended by Cohen (1988). The final two columns provide the standard deviation for the ranks and the standard deviation for the means across countries as an index of variability in responding to the strength scales.

Overall, the results replicate the cross-cultural convergence noted by Park et al. (2006). The mean Spearman correlation with the US profile was 0.85 (SD = 0.09), with a range of 0.49–0.99 (all significant at $p < 0.05$). Out of 74 correlations, 55 (74%) exceeded 0.80. The lowest correlation reported by Park et al., at 0.64 was that for Poland. In the present study, the correlation between the US and Polish profiles increased to 0.83.

However, the distribution was negatively skewed, with two correlations smaller than any found by Park et al. The results for Paraguay were particularly anomalous. The profile for Paraguay only correlated 0.49 with the US profile. In addition, seven of the Paraguayan d values exceeded 0.80 and another nine exceeded 0.50. Seven of the ten largest d values in the entire study were associated with Paraguay, for Teamwork and Prudence (with both means higher for Paraguay than the US). The extent of variation from the US profile may suggest an aberration in the sampling from Paraguay that exaggerated the differences, which was based on only 171 cases. The nations associated with the next two lowest correlations were Indonesia ($N = 835$) and Pakistan ($N = 476$). These countries would seem more culturally distinct from the US than Paraguay, yet the correlations were substantially higher (0.60 for Indonesia and 0.67 for Pakistan) and no d values exceeded 0.50.

Results for the d statistics also suggested substantial cross-cultural convergence in the self-rating of character strengths, though all mean differences of 0.01 or greater were significant at $p < 0.05$. The mean d value ignoring direction was 0.21, which represents a small effect. Only 123 (6.93%) d values were ≥ 0.50 , which is the point at which Cohen (1988) suggested effects can become clearly observable. The profile of most and least endorsed character strengths was similarly reliable. The top five character strengths from highest to lowest in the US sample were Honesty, Fairness, Kindness, Judgment, and Curiosity. Averages of the rankings across the other 74 countries indicated the highest mean rank was associated with Fairness, Judgment, Honesty, Curiosity, and Kindness, i.e., a reordering of the same five strengths. The five strengths associated with the lowest mean ranks for both the USA and the remaining 74 countries were Self-Regulation, Modesty, Prudence, Spirituality, and Zest, in that order from lowest to highest. Unexpectedly, these findings differ slightly from those of Park et al. (2006), who reported Gratitude as one of the top five character strengths rather than Curiosity. The three

Table 2. Strength profiles.

Strength	United States	Argentina	Australia	Austria	Azerbaijan	The Bahamas	Belgium	Brazil	Bulgaria	Cameroon
<i>N</i>	634,933	844	113,753	1103	290	233	2380	6535	215	206
<i>r</i>	–	0.88	0.96	0.93	0.95	0.95	0.87	0.78	0.86	0.92
Mean <i>d</i>	–	0.12	0.07	0.15	0.10	0.13	0.21	0.14	0.17	0.08
Beauty	15 (3.76)	9 (3.85)	17 (3.69)	14 (3.72)	16 (3.70)	16 (3.68)	9 (3.75)	17 (3.78)	6 (3.85)	9 (3.93) ^c
Bravery	18 (3.71)	17 (3.71)	18 (3.68)	17 (3.63)	16 (3.70)	19 (3.55) ^c	16 (3.61)	20 (3.73)	12 (3.72)	16 (3.75)
Creativity	14 (3.77)	10 (3.84)	14 (3.71)	11 (3.75)	12 (3.77)	15 (3.69)	11 (3.70)	11 (3.88)	8 (3.81)	10 (3.91) ^c
Curiosity	5 (3.99)	3 (4.03)	5 (3.97)	1 (4.03)	3 (3.98)	3 (3.94)	3 (3.96)	10 (3.92)	2 (3.97)	2 (4.09)
Fairness	2 (4.03)	1 (4.06)	1 (4.08)	2 (3.99)	1 (4.03)	1 (4.01)	1 (4.00)	1 (4.17) ^c	5 (3.85) ^c	1 (4.09)
Forgiveness	19 (3.68)	21 (3.61)	15 (3.70)	19 (3.60)	20 (3.61)	14 (3.70)	18 (3.56)	21 (3.71)	20 (3.56)	17 (3.74)
Gratitude	6 (3.99)	7 (3.87)	7 (3.88)	10 (3.79) ^c	8 (3.80) ^c	6 (3.86) ^c	14 (3.68) ^b	4 (4.01)	13 (3.71) ^c	7 (3.98)
Honesty	1 (4.03)	6 (3.94)	4 (4.00)	6 (3.90) ^c	5 (3.94)	5 (3.90) ^c	5 (3.89) ^c	5 (4.00)	4 (3.88) ^c	4 (4.01)
Hope	16 (3.73)	16 (3.71)	19 (3.67)	18 (3.62)	19 (3.63)	17 (3.61)	20 (3.50) ^c	6 (3.98) ^c	18 (3.65)	19 (3.73)
Modesty	23 (3.47)	22 (3.42)	22 (3.47)	23 (3.29) ^c	23 (3.36)	22 (3.46)	22 (3.35)	23 (3.51)	23 (3.29) ^c	23 (3.45)
Humor	8 (3.90)	9 (3.83)	9 (3.83)	8 (3.80)	9 (3.80)	11 (3.75) ^c	15 (3.67) ^c	22 (3.70) ^c	11 (3.79)	11 (3.89)
Kindness	3 (4.01)	5 (3.95)	3 (4.00)	4 (3.91)	4 (3.94)	4 (3.91)	6 (3.88) ^c	2 (4.03)	3 (3.88) ^c	3 (4.05)
Leadership	11 (3.81)	12 (3.82)	8 (3.87)	12 (3.75)	7 (3.80)	9 (3.78)	12 (3.69) ^c	9 (3.93) ^c	14 (3.71)	12 (3.88)
Love	7 (3.97)	8 (3.85) ^c	6 (3.92)	5 (3.91)	6 (3.85) ^c	8 (3.78) ^c	7 (3.80) ^c	8 (3.93)	9 (3.80) ^c	8 (3.95)
Learning	12 (3.79)	4 (3.96) ^c	12 (3.80)	7 (3.87)	10 (3.80)	7 (3.79)	4 (3.94) ^c	16 (3.80)	7 (3.85)	6 (4.00) ^c
Judgment	4 (4.01)	2 (4.06)	2 (4.02)	3 (3.94)	2 (3.99)	2 (3.95)	2 (3.97)	3 (4.03)	1 (4.01)	5 (4.01)
Perspective	9 (3.84)	14 (3.76)	11 (3.81)	13 (3.73) ^c	11 (3.79)	10 (3.78)	8 (3.75)	13 (3.83)	10 (3.79)	13 (3.85)
Perseverance	17 (3.72)	19 (3.66)	16 (3.70)	20 (3.58) ^c	17 (3.67)	20 (3.54) ^c	19 (3.54) ^c	15 (3.81)	17 (3.66)	20 (3.66)
Prudence	22 (3.54)	20 (3.63)	21 (3.54)	21 (3.44)	21 (3.49)	21 (3.53)	21 (3.50)	18 (3.77) ^c	21 (3.43)	21 (3.53)
Self-reg	24 (3.36)	24 (3.39)	23 (3.38)	22 (3.36)	22 (3.36)	24 (3.39)	23 (3.30)	24 (3.42)	24 (3.22) ^c	24 (3.39)
Social IQ	10 (3.83)	13 (3.77)	13 (3.80)	9 (3.79)	13 (3.76)	12 (3.74)	10 (3.71) ^c	12 (3.84)	15 (3.70) ^c	14 (3.84)
Spirituality	21 (3.58)	23 (3.41)	24 (3.21) ^c	24 (3.15) ^c	24 (3.23) ^c	23 (3.42)	24 (2.94) ^b	19 (3.77) ^c	22 (3.33) ^c	22 (3.51)
Teamwork	13 (3.78)	11 (3.84)	10 (3.82)	15 (3.71)	14 (3.72)	13 (3.72)	13 (3.68)	7 (3.96) ^c	16 (3.70)	15 (3.76)
Zest	20 (3.64)	18 (3.66)	20 (3.64)	16 (3.65)	18 (3.63)	18 (3.57)	17 (3.58)	14 (3.82) ^c	19 (3.63)	18 (3.73)
Strength	Canada	Cape Verde	Central African Republic	Chile	China	Colombia	Costa Rica	Croatia	Czech Republic	Denmark
<i>N</i>	74,256	163	402	976	16,069	410	410	475	413	24,467
<i>r</i>	0.99	0.97	0.83	0.85	0.72	0.86	0.79	0.95	0.89	0.87
Mean <i>d</i>	0.05	0.08	0.27	0.21	0.26	0.31	0.27	0.09	0.24	0.21
Beauty	14 (3.77)	15 (3.81)	7 (4.07) ^c	13 (3.90) ^c	3 (3.87)	12 (4.02) ^c	20 (3.81)	16 (3.72)	13 (3.67)	21 (3.37) ^b
Bravery	19 (3.70)	16 (3.78)	15 (3.90) ^c	16 (3.86) ^c	23 (3.42) ^c	18 (3.90) ^c	15 (3.92) ^c	17 (3.66)	18 (3.56) ^c	19 (3.61)
Creativity	15 (3.77)	14 (3.81)	11 (3.98) ^c	15 (3.87)	15 (3.56) ^c	9 (4.05) ^c	11 (3.98) ^c	15 (3.73)	9 (3.71)	18 (3.63) ^c
Curiosity	5 (4.00)	6 (3.96)	14 (3.95)	5 (4.07)	12 (3.65) ^b	4 (4.15) ^c	5 (4.10)	1 (4.03)	1 (4.03)	1 (3.96)
Fairness	1 (4.08)	1 (4.11)	1 (4.24) ^c	1 (4.25) ^c	2 (3.92) ^c	1 (4.23) ^c	1 (4.27) ^c	2 (4.01)	3 (3.89) ^c	4 (3.91) ^c
Forgiveness	18 (3.71)	17 (3.77)	19 (3.80)	20 (3.79)	10 (3.67)	22 (3.82)	19 (3.85) ^c	19 (3.63)	19 (3.55)	14 (3.66)
Gratitude	7 (3.93)	7 (3.94)	6 (4.10)	9 (4.01)	5 (3.84) ^c	2 (4.17) ^c	2 (4.14) ^c	13 (3.76)	11 (3.68) ^b	10 (3.71) ^c
Honesty	2 (4.03)	4 (4.02)	4 (4.16) ^c	4 (4.10)	1 (3.93) ^c	6 (4.12)	3 (4.13)	5 (3.93) ^c	8 (3.75) ^b	2 (3.96)
Hope	17 (3.71)	19 (3.65)	8 (4.07) ^b	10 (3.99) ^c	11 (3.67)	11 (4.05) ^c	9 (4.06) ^c	14 (3.74)	15 (3.64)	17 (3.63)
Modesty	22 (3.48)	22 (3.50)	23 (3.61) ^c	23 (3.58)	20 (3.49)	24 (3.52)	24 (3.56)	23 (3.39)	24 (3.25) ^c	23 (3.20) ^c
Humor	8 (3.87)	9 (3.87)	13 (3.97)	11 (3.93)	17 (3.54) ^b	19 (3.89)	18 (3.89)	7 (3.87)	7 (3.77) ^c	6 (3.83)
Kindness	4 (4.01)	3 (4.03)	3 (4.20) ^c	3 (4.13) ^c	6 (3.82) ^c	5 (4.12)	10 (4.03)	3 (4.01)	4 (3.84) ^c	5 (3.91)
Leadership	10 (3.86)	11 (3.86)	10 (4.02) ^c	8 (4.03) ^c	13 (3.65) ^c	10 (4.05) ^c	8 (4.06) ^c	8 (3.85)	14 (3.65) ^c	13 (3.68) ^c
Love	6 (3.95)	5 (3.98)	2 (4.21) ^c	6 (4.05)	4 (3.86)	7 (4.10) ^c	6 (4.09)	6 (3.90)	5 (3.83) ^c	3 (3.94)

(Continued)

Table 2. (Continued).

Strength	Canada	Cape Verde	Central African Republic	Chile	China	Colombia	Costa Rica	Croatia	Czech Republic	Denmark
Learning	11 (3.85)	12 (3.84)	18 (3.83)	17 (3.86)	8 (3.73)	13 (4.00) ^c	21 (3.81)	11 (3.78)	6 (3.82)	15 (3.65) ^c
Judgment	3 (4.03)	2 (4.08)	5 (4.16) ^c	7 (4.05)	7 (3.77) ^c	3 (4.15) ^c	4 (4.12) ^c	4 (4.00)	2 (3.93)	8 (3.80) ^c
Perspective	9 (3.87)	8 (3.92)	16 (3.89)	18 (3.85)	19 (3.49) ^b	14 (3.98) ^c	13 (3.97) ^c	9 (3.82)	10 (3.70) ^c	12 (3.69) ^c
Perseverance	16 (3.72)	18 (3.70)	17 (3.88) ^c	14 (3.89)	18 (3.54) ^c	16 (3.94) ^c	12 (3.98) ^c	20 (3.59)	20 (3.50) ^c	16 (3.64)
Prudence	21 (3.58)	21 (3.55)	20 (3.78) ^c	19 (3.80) ^c	16 (3.56)	21 (3.83) ^c	22 (3.78) ^c	21 (3.49)	21 (3.40) ^c	22 (3.37) ^c
Self-reg	23 (3.40)	24 (3.39)	24 (3.45)	24 (3.57) ^c	24 (3.36)	23 (3.62) ^c	23 (3.61) ^c	24 (3.28)	22 (3.27)	20 (3.38)
Social IQ	12 (3.84)	13 (3.83)	12 (3.98) ^c	12 (3.90)	14 (3.60) ^c	15 (3.97) ^c	14 (3.92)	10 (3.80)	16 (3.63) ^c	7 (3.82)
Spirituality	24 (3.34) ^c	23 (3.40) ^c	21 (3.77) ^c	22 (3.60)	22 (3.45)	20 (3.87) ^c	16 (3.91) ^c	22 (3.41)	23 (3.27) ^c	24 (3.10) ^b
Teamwork	13 (3.82)	10 (3.86)	9 (4.07) ^b	2 (4.13) ^b	9 (3.71)	8 (4.06) ^c	7 (4.08) ^b	12 (3.77)	12 (3.67)	9 (3.76)
Zest	20 (3.68)	20 (3.62)	22 (3.69)	21 (3.77)	21 (3.45) ^c	17 (3.90) ^c	17 (3.90) ^c	18 (3.66)	17 (3.57)	11 (3.69)
Strength	East Timor	Egypt	Estonia	Finland	France	Germany	Greece	Hungary	Iceland	India
N	1354	554	192	1736	7074	4380	818	371	533	4372
r	0.73	0.79	0.77	0.85	0.84	0.89	0.87	0.82	0.94	0.79
Mean d	0.20	0.12	0.30	0.31	0.18	0.26	0.14	0.38	0.14	0.17
Beauty	3 (4.10) ^c	14 (3.79)	13 (3.64)	14 (3.62)	7 (3.88)	15 (3.62)	5 (3.90) ^c	7 (3.69)	19 (3.64)	16 (3.82)
Bravery	16 (3.71)	17 (3.75)	15 (3.62)	20 (3.49) ^c	17 (3.62)	16 (3.59)	16 (3.67)	17 (3.46) ^c	16 (3.66)	15 (3.82)
Creativity	15 (3.73)	13 (3.81)	8 (3.72)	10 (3.67)	16 (3.64)	8 (3.70)	9 (3.81)	6 (3.71)	15 (3.68)	11 (3.91) ^c
Curiosity	9 (3.93)	16 (3.75) ^c	1 (4.00)	2 (3.91)	5 (3.95)	1 (4.02)	7 (3.83) ^c	2 (3.94)	3 (3.96)	7 (3.94)
Fairness	2 (4.25) ^c	2 (3.99)	4 (3.84) ^c	1 (3.93)	1 (4.06)	4 (3.90) ^c	2 (4.02)	4 (3.83) ^c	1 (4.00)	1 (4.12)
Forgiveness	12 (3.83) ^c	20 (3.63)	19 (3.54) ^c	15 (3.57)	19 (3.58)	18 (3.56)	18 (3.61)	16 (3.51) ^c	18 (3.64)	21 (3.73)
Gratitude	6 (4.02)	4 (3.96)	20 (3.48) ^a	17 (3.53) ^b	12 (3.75) ^c	12 (3.66) ^b	15 (3.75) ^c	12 (3.54) ^b	11 (3.77) ^c	9 (3.93)
Honesty	8 (4.01)	3 (3.97)	5 (3.76) ^b	5 (3.78) ^b	6 (3.93) ^c	5 (3.85) ^c	3 (3.95)	5 (3.71) ^b	4 (3.91) ^c	2 (4.07)
Hope	14 (3.76)	15 (3.78)	10 (3.69)	16 (3.53) ^c	21 (3.51) ^c	19 (3.53) ^c	19 (3.58) ^c	20 (3.40) ^c	14 (3.69)	12 (3.87) ^c
Modesty	20 (3.64) ^c	22 (3.52)	24 (3.03) ^b	23 (3.25) ^c	22 (3.42)	23 (3.21) ^c	22 (3.42)	23 (3.16) ^c	22 (3.31) ^c	23 (3.66) ^c
Humor	18 (3.68) ^c	8 (3.88)	7 (3.72) ^c	7 (3.71) ^c	14 (3.71) ^c	9 (3.70) ^c	10 (3.78)	11 (3.66) ^c	7 (3.86)	20 (3.77) ^c
Kindness	1 (4.28) ^c	1 (4.04)	11 (3.67) ^b	11 (3.67) ^b	3 (3.99)	6 (3.83) ^c	4 (3.94)	8 (3.68) ^b	5 (3.89) ^c	4 (4.01)
Leadership	11 (3.88)	10 (3.84)	12 (3.64) ^c	8 (3.69) ^c	10 (3.76)	13 (3.65) ^c	12 (3.77)	14 (3.53) ^b	10 (3.77)	5 (3.99) ^c
Love	4 (4.05)	6 (3.94)	9 (3.69) ^c	6 (3.78) ^c	8 (3.83) ^c	7 (3.79) ^c	6 (3.89)	9 (3.68) ^c	2 (3.96)	10 (3.92)
Learning	5 (4.03) ^c	23 (3.44) ^b	3 (3.84)	4 (3.81)	2 (4.05) ^c	3 (3.92)	8 (3.83)	3 (3.85)	13 (3.72)	18 (3.79)
Judgment	7 (4.02)	7 (3.93)	2 (3.94)	3 (3.84) ^c	4 (3.98)	2 (3.96)	1 (4.04)	1 (3.98)	6 (3.87) ^c	3 (4.03)
Perspective	21 (3.61) ^c	12 (3.82)	6 (3.76)	9 (3.69) ^c	13 (3.74)	11 (3.67) ^c	14 (3.76)	10 (3.67) ^c	8 (3.81)	8 (3.93)
Perseverance	17 (3.71)	18 (3.71)	18 (3.55) ^c	19 (3.49) ^c	20 (3.57) ^c	20 (3.53) ^c	17 (3.62)	21 (3.40) ^c	17 (3.65)	13 (3.85) ^c
Prudence	19 (3.66)	21 (3.55)	21 (3.32) ^c	21 (3.32) ^c	18 (3.60)	21 (3.41) ^c	21 (3.52)	19 (3.41) ^c	21 (3.47)	22 (3.73) ^c
Self-reg	23 (3.39)	24 (3.41)	22 (3.28)	22 (3.27)	23 (3.37)	22 (3.32)	24 (3.26)	22 (3.21) ^c	23 (3.29)	24 (3.54) ^c
Social IQ	13 (3.79)	11 (3.83)	14 (3.62) ^c	13 (3.62) ^c	9 (3.76)	10 (3.70) ^c	11 (3.78)	13 (3.54) ^b	12 (3.76)	19 (3.79)
Spirituality	24 (3.26) ^c	9 (3.88) ^c	23 (3.07) ^b	24 (3.03) ^b	24 (2.94) ^b	24 (3.08) ^b	23 (3.28) ^c	24 (3.07) ^b	24 (3.13) ^b	14 (3.84) ^c
Teamwork	10 (3.89) ^c	5 (3.94) ^c	17 (3.60) ^c	12 (3.63) ^c	11 (3.75)	14 (3.63) ^c	15 (3.76)	15 (3.51) ^c	9 (3.79)	6 (3.98) ^c
Zest	22 (3.52)	19 (3.69)	16 (3.61)	18 (3.51) ^c	15 (3.64)	17 (3.56)	20 (3.56)	18 (3.42) ^c	20 (3.63)	17 (3.80) ^c

(Continued)

Table 2. (Continued).

Strength	Indonesia	Iran	Ireland	Israel	Italy	Japan	Kenya	Lithuania	Macedonia	Malaysia
<i>N</i>	835	253	4706	3319	1831	2350	226	226	259	1905
<i>r</i>	0.60	0.81	0.97	0.93	0.85	0.83	0.68	0.84	0.89	0.79
Mean <i>d</i>	0.17	0.13	0.13	0.16	0.18	0.40	0.20	0.33	0.18	0.15
Bravery	20 (3.68)	10 (3.82)	14 (3.70)	14 (3.69)	6 (3.87)	9 (3.64)	21 (3.80)	14 (3.60) ^c	12 (3.94) ^c	21 (3.68)
Bravery	22 (3.61)	22 (3.66)	17 (3.65)	18 (3.60)	15 (3.67)	19 (3.41) ^c	20 (3.81)	19 (3.47) ^c	18 (3.82)	21 (3.64)
Creativity	14 (3.80)	13 (3.81)	16 (3.66)	12 (3.71)	10 (3.75)	12 (3.55) ^c	17 (3.83)	12 (3.61) ^c	16 (3.90)	15 (3.74)
Curiosity	7 (3.92)	6 (3.86) ^c	5 (3.90)	7 (3.91)	2 (3.95)	1 (3.84) ^c	9 (4.01)	1 (3.88) ^c	5 (4.04)	5 (3.89)
Fairness	1 (4.00)	3 (3.98)	1 (4.01)	4 (3.93)	3 (3.94)	4 (3.79) ^c	1 (4.12)	3 (3.82) ^c	2 (4.10)	1 (4.03)
Forgiveness	18 (3.71)	16 (3.77)	15 (3.70)	20 (3.58)	20 (3.53) ^c	20 (3.39) ^c	15 (3.87) ^c	16 (3.57)	21 (3.68)	16 (3.71)
Gratitude	6 (3.92)	2 (4.01)	7 (3.83) ^c	9 (3.80) ^c	9 (3.79) ^c	3 (3.79) ^c	2 (4.12) ^c	15 (3.57) ^b	17 (3.89)	6 (3.87)
Honesty	5 (3.97)	1 (4.07)	4 (3.94)	5 (3.93) ^c	5 (3.87) ^c	8 (3.67) ^b	5 (4.03)	4 (3.76) ^b	4 (4.06)	3 (3.95)
Hope	2 (4.00) ^c	11 (3.81)	19 (3.56) ^c	17 (3.62)	19 (3.61)	11 (3.56) ^c	6 (4.03) ^c	5 (3.75)	13 (3.92) ^c	9 (3.83)
Modesty	23 (3.56)	24 (3.51)	22 (3.46)	23 (3.35)	23 (3.33) ^c	23 (3.26) ^c	22 (3.71) ^c	24 (3.19) ^c	24 (3.47)	23 (3.60) ^c
Humor	17 (3.78)	9 (3.83)	8 (3.82)	10 (3.77) ^c	13 (3.70) ^c	10 (3.62) ^c	16 (3.85)	8 (3.71) ^c	11 (3.94)	14 (3.74) ^c
Kindness	10 (3.86) ^c	4 (3.96)	2 (3.99)	6 (3.91)	8 (3.85) ^c	6 (3.72) ^b	3 (4.07)	6 (3.73) ^b	3 (4.09)	8 (3.83) ^c
Leadership	9 (3.87)	7 (3.84)	11 (3.78)	15 (3.65) ^c	12 (3.70)	14 (3.53) ^b	8 (4.02) ^c	13 (3.61) ^c	6 (4.03) ^c	7 (3.87)
Love	13 (3.80) ^c	20 (3.76) ^c	6 (3.86)	2 (3.95)	7 (3.86)	5 (3.77) ^c	10 (3.96)	9 (3.70) ^c	10 (3.95)	10 (3.80) ^c
Learning	16 (3.79)	14 (3.78)	10 (3.79)	13 (3.69)	4 (3.94) ^c	2 (3.80)	14 (3.88)	7 (3.71)	14 (3.91)	17 (3.71)
Judgment	3 (3.99)	5 (3.93)	3 (3.95)	1 (3.96)	1 (3.97)	7 (3.69) ^b	7 (4.03)	2 (3.82) ^c	1 (4.11) ^c	2 (3.99)
Perspective	12 (3.83)	12 (3.81)	12 (3.76)	3 (3.95) ^c	11 (3.74)	13 (3.53) ^b	12 (3.90)	11 (3.69) ^c	7 (4.01) ^c	12 (3.75)
Perseverance	11 (3.85)	19 (3.76)	18 (3.58) ^c	16 (3.64)	18 (3.65)	18 (3.41) ^c	18 (3.82)	20 (3.45) ^c	15 (3.91) ^c	13 (3.74)
Prudence	21 (3.64)	21 (3.75) ^c	21 (3.47)	21 (3.53)	21 (3.50)	17 (3.42)	23 (3.70) ^c	21 (3.37) ^c	20 (3.68) ^c	22 (3.64)
Self-reg	24 (3.55) ^c	23 (3.53) ^c	23 (3.30)	22 (3.36)	22 (3.36)	21 (3.31)	24 (3.58) ^c	23 (3.22) ^c	23 (3.51) ^c	24 (3.52) ^c
Social IQ	19 (3.69) ^c	18 (3.76)	9 (3.79)	8 (3.89)	16 (3.66) ^c	16 (3.48) ^b	19 (3.89) ^c	17 (3.55) ^c	9 (3.97) ^c	18 (3.69) ^c
Spirituality	4 (3.97) ^c	15 (3.77) ^c	24 (3.24) ^c	24 (3.25) ^c	24 (3.29) ^c	24 (3.23) ^c	4 (4.06) ^b	22 (3.31) ^c	22 (3.52)	11 (3.77) ^c
Teamwork	8 (3.91) ^c	8 (3.83)	13 (3.72)	11 (3.71)	14 (3.69)	15 (3.50) ^b	11 (3.95) ^c	10 (3.69)	8 (3.99) ^c	4 (3.90) ^c
Zest	15 (3.79) ^c	17 (3.76)	20 (3.54)	19 (3.59)	17 (3.65)	22 (3.30) ^b	13 (3.89) ^c	18 (3.53)	19 (3.80) ^c	20 (3.67)
Strength	Mexico	Nepal	The Netherlands	New Zealand	Nigeria	North Korea	Norway	Pakistan	Panama	Paraguay
<i>N</i>	3618	947	9583	13,085	190	216	2693	476	190	171
<i>r</i>	0.84	0.70	0.88	0.97	0.71	0.73	0.90	0.67	0.81	0.49
Mean <i>d</i>	0.32	0.44	0.33	0.08	0.29	0.41	0.21	0.15	0.55	0.63
Bravery	19 (3.91) ^c	7 (4.18) ^b	13 (3.56) ^c	16 (3.69)	21 (3.80)	3 (3.73)	20 (3.52) ^c	15 (3.78)	21 (4.01) ^c	21 (3.96) ^c
Bravery	17 (3.95) ^c	17 (3.97) ^c	12 (3.58) ^c	18 (3.69)	15 (3.93) ^c	23 (3.32) ^b	17 (3.62)	17 (3.76)	18 (4.05) ^b	16 (4.13) ^b
Creativity	11 (4.03) ^c	14 (4.06) ^c	10 (3.66)	14 (3.73)	11 (4.01) ^c	17 (3.49) ^c	19 (3.60) ^c	13 (3.82)	13 (4.12) ^b	19 (4.03) ^c
Curiosity	2 (4.18) ^c	11 (4.11)	1 (3.93)	3 (3.99)	10 (4.01)	10 (3.61) ^b	1 (3.97)	11 (3.84) ^c	5 (4.26) ^c	12 (4.21) ^c
Fairness	1 (4.22) ^c	1 (4.35) ^b	3 (3.86) ^c	1 (4.03)	3 (4.15) ^c	4 (3.73) ^b	2 (3.96)	1 (4.10)	1 (4.40) ^b	2 (4.40) ^b
Forgiveness	21 (3.84) ^c	19 (3.94) ^c	16 (3.52) ^c	17 (3.69)	19 (3.89) ^c	21 (3.39) ^c	15 (3.63)	21 (3.69)	19 (4.04) ^b	17 (4.11) ^b
Gratitude	7 (4.10)	3 (4.31) ^b	15 (3.55) ^b	7 (3.84) ^c	2 (4.16) ^c	5 (3.68) ^b	13 (3.66) ^b	7 (3.92)	4 (4.27) ^c	4 (4.36) ^b

(Continued)

Table 2. (Continued).

Strength	Mexico	Nepal	The Netherlands	New Zealand	Nigeria	North Korea	Norway	Pakistan	Panama	Paraguay
Honesty	3 (4.12) ^c	5 (4.24) ^c	4 (3.82) ^c	4 (3.97)	5 (4.12)	2 (3.77) ^b	5 (3.87) ^c	3 (3.99)	6 (4.25) ^c	3 (4.37) ^b
Hope	5 (4.11) ^b	6 (4.20) ^b	20 (3.45) ^c	15 (3.69)	6 (4.11) ^b	6 (3.65)	16 (3.63)	9 (3.85)	11 (4.17) ^b	5 (4.33) ^a
Modesty	24 (3.55)	23 (3.68) ^c	23 (3.25) ^c	22 (3.41)	23 (3.67) ^c	24 (3.25) ^c	23 (3.19) ^c	22 (3.64) ^c	24 (3.74) ^c	24 (3.84) ^b
Humor	14 (3.96)	18 (3.95)	11 (3.65) ^c	9 (3.83)	16 (3.93)	18 (3.46) ^b	10 (3.73) ^c	18 (3.76) ^c	10 (4.18) ^c	20 (4.01)
Kindness	4 (4.11)	2 (4.32) ^b	5 (3.77) ^c	9 (3.96)	1 (4.09) ^c	7 (3.63) ^b	6 (3.87) ^c	2 (4.01)	2 (4.28) ^c	6 (4.31) ^b
Leadership	10 (4.08) ^c	8 (4.16) ^b	14 (3.56) ^c	10 (3.82)	8 (4.04) ^c	12 (3.57) ^c	12 (3.71)	8 (3.91)	7 (4.25) ^b	7 (4.31) ^a
Love	9 (4.10) ^c	4 (4.25) ^c	6 (3.76) ^c	6 (3.91)	13 (3.98)	1 (3.82) ^c	4 (3.90)	10 (3.85) ^c	9 (4.23) ^c	10 (4.24) ^c
Learning	18 (3.94) ^c	16 (3.98) ^c	7 (3.76)	8 (3.83)	18 (3.90)	11 (3.57) ^c	9 (3.76)	23 (3.61) ^c	20 (4.04) ^c	23 (3.93)
Judgment	6 (4.11)	9 (4.16) ^c	2 (3.87) ^c	2 (4.00)	4 (4.15) ^c	14 (3.53) ^a	3 (3.90) ^c	6 (3.94)	8 (4.24) ^c	11 (4.23) ^c
Perspective	15 (3.96) ^c	22 (3.88)	9 (3.68) ^c	11 (3.81)	12 (3.99) ^c	8 (3.62) ^c	7 (3.79)	12 (3.83)	17 (4.06) ^c	18 (4.05) ^c
Perseverance	12 (4.01) ^c	12 (4.07) ^b	18 (3.51) ^c	19 (3.67)	20 (3.89) ^c	15 (3.53) ^c	14 (3.64)	14 (3.78)	15 (4.10) ^b	8 (4.31) ^a
Prudence	22 (3.82) ^c	20 (3.92) ^b	21 (3.35) ^c	21 (3.47)	22 (3.78) ^c	16 (3.49)	21 (3.39) ^c	20 (3.70) ^c	22 (3.96) ^b	15 (4.15) ^a
Self-reg	23 (3.69) ^b	24 (3.65) ^c	22 (3.25)	23 (3.38)	24 (3.67) ^c	22 (3.35)	22 (3.38)	24 (3.45)	23 (3.79) ^b	22 (3.94) ^a
Social IQ	13 (4.00) ^c	15 (4.05) ^c	8 (3.70) ^c	12 (3.80)	17 (3.93)	9 (3.62) ^c	8 (3.78)	16 (3.77)	12 (4.12) ^b	14 (4.18) ^b
Spirituality	20 (3.86) ^c	13 (4.07) ^b	24 (3.01) ^b	24 (3.24) ^c	7 (4.06) ^b	20 (3.41)	24 (2.94) ^b	4 (3.94) ^c	16 (4.10) ^b	9 (4.25) ^b
Teamwork	8 (4.10) ^b	10 (4.13) ^b	17 (3.51) ^c	13 (3.78)	9 (4.02) ^c	13 (3.55) ^c	11 (3.72)	5 (3.94) ^c	3 (4.27) ^a	1 (4.41) ^a
Zest	16 (3.96) ^c	21 (3.89) ^c	19 (3.47) ^c	20 (3.67)	14 (3.97) ^c	19 (3.41) ^c	18 (3.61)	19 (3.72)	14 (4.11) ^b	13 (4.18) ^a

Strength	Peru	Philippines	Poland	Portugal	Qatar	Romania	Russia	Saudi Arabia	Singapore	Slovakia
N	267	4728	1405	1285	213	682	482	164	5217	221
r	0.81	0.77	0.83	0.89	0.85	0.87	0.73	0.79	0.89	0.88
Mean d	0.27	0.17	0.28	0.14	0.32	0.13	0.30	0.17	0.15	0.19
Beauty	17 (3.90) ^c	14 (3.89)	10 (3.71)	9 (3.83)	17 (3.93) ^c	13 (3.79)	6 (3.73)	14 (3.88)	19 (3.62)	9 (3.78)
Bravery	15 (3.94) ^c	20 (3.75)	16 (3.56) ^c	17 (3.68)	18 (3.91) ^c	16 (3.73)	17 (3.57) ^c	21 (3.72)	18 (3.63)	19 (3.56) ^c
Creativity	5 (4.07) ^c	17 (3.83)	6 (3.76)	14 (3.72)	11 (4.02) ^c	8 (3.85)	5 (3.75)	12 (3.93) ^c	16 (3.67)	13 (3.70)
Curiosity	2 (4.18) ^c	7 (4.01)	1 (3.98)	6 (3.88) ^c	3 (4.18) ^c	2 (4.05)	1 (3.99)	10 (3.93)	4 (3.84) ^c	1 (4.11) ^c
Fairness	1 (4.25) ^c	1 (4.10)	3 (3.85) ^c	1 (4.10)	1 (4.29) ^b	3 (3.94)	4 (3.76) ^b	1 (4.20) ^c	2 (3.97)	2 (3.93)
Forgiveness	21 (3.81)	21 (3.69)	17 (3.56)	18 (3.65)	19 (3.90) ^c	20 (3.65)	19 (3.53) ^c	17 (3.81)	17 (3.66)	18 (3.62)
Gratitude	10 (4.01)	3 (4.09)	15 (3.59) ^b	11 (3.79) ^c	5 (4.13) ^c	17 (3.72) ^c	13 (3.63) ^b	2 (4.12) ^c	7 (3.81) ^c	12 (3.76) ^c
Honesty	7 (4.06)	8 (4.01)	7 (3.76) ^b	4 (3.94)	4 (4.14) ^c	5 (3.89) ^c	10 (3.71) ^b	4 (4.06)	3 (3.94)	8 (3.79) ^b
Hope	8 (4.05) ^c	6 (4.02) ^c	18 (3.54) ^c	20 (3.64)	10 (4.06) ^c	15 (3.77)	8 (3.72)	13 (3.88) ^c	11 (3.71)	15 (3.68)
Modesty	24 (3.52)	23 (3.61) ^c	24 (3.20) ^c	22 (3.42)	24 (3.57)	24 (3.17) ^c	24 (3.05) ^b	23 (3.68) ^c	23 (3.52)	23 (3.28) ^c
Humor	16 (3.92)	12 (3.94)	11 (3.69) ^c	12 (3.73) ^c	12 (4.01)	10 (3.82)	7 (3.73) ^c	16 (3.86)	13 (3.70) ^c	6 (3.83)
Kindness	11 (4.01)	9 (4.00)	8 (3.75) ^c	2 (4.03)	2 (4.23) ^c	7 (3.87) ^c	9 (3.71) ^b	3 (4.10)	9 (3.79) ^c	4 (3.87) ^c
Leadership	6 (4.07) ^c	10 (3.98) ^c	13 (3.64) ^c	8 (3.84)	8 (4.11) ^b	11 (3.81)	15 (3.58) ^c	9 (3.93) ^c	8 (3.80)	10 (3.77)
Love	4 (4.07)	5 (4.02)	9 (3.73) ^c	7 (3.87)	6 (4.12) ^c	4 (3.90)	11 (3.70) ^c	8 (3.94)	6 (3.81) ^c	3 (3.89)
Learning	12 (3.99) ^c	19 (3.77)	4 (3.84)	10 (3.81)	14 (3.97) ^c	6 (3.89)	3 (3.86)	15 (3.86)	14 (3.70)	11 (3.77)
Judgment	3 (4.16) ^c	2 (4.10)	2 (3.96)	3 (3.97)	7 (4.12) ^c	1 (4.06)	2 (3.91)	5 (4.03)	1 (4.02)	5 (3.87) ^c
Perspective	14 (3.97) ^c	13 (3.93)	5 (3.77)	15 (3.69) ^c	21 (3.88)	9 (3.84)	12 (3.67) ^c	7 (3.97) ^c	10 (3.73)	14 (3.69) ^c
Perseverance	19 (3.85) ^c	15 (3.87) ^c	20 (3.44) ^c	19 (3.64)	16 (3.94) ^c	19 (3.68)	20 (3.52) ^c	22 (3.71)	12 (3.71)	20 (3.51) ^c
Prudence	22 (3.77) ^c	22 (3.63)	21 (3.43)	21 (3.60)	22 (3.75) ^c	21 (3.55)	21 (3.40) ^c	19 (3.74) ^c	20 (3.60)	22 (3.42)

(Continued)

Table 2. (Continued).

Strength	Peru	Philippines	Poland	Portugal	Qatar	Romania	Russia	Saudi Arabia	Singapore	Slovakia
Self-reg	23 (3.59) ^c	24 (3.58) ^c	23 (3.22) ^c	23 (3.35)	23 (3.59) ^c	23 (3.36)	23 (3.26)	24 (3.46)	24 (3.47)	24 (3.22) ^c
Social IQ	13 (3.97) ^c	16 (3.86)	12 (3.64) ^c	13 (3.73)	15 (3.95) ^c	14 (3.77)	14 (3.60) ^c	18 (3.81)	15 (3.68) ^c	16 (3.64) ^c
Spirituality	20 (3.82) ^c	11 (3.96)	22 (3.27) ^c	24 (3.21) ^c	13 (3.97) ^c	22 (3.48)	22 (3.27) ^c	6 (3.97) ^c	22 (3.53)	21 (3.46)
Teamwork	9 (4.05) ^c	4 (4.02) ^c	14 (3.59) ^c	5 (3.88)	9 (4.09) ^b	12 (3.80)	18 (3.54) ^c	11 (3.93) ^c	5 (3.84)	7 (3.80)
Zest	18 (3.87) ^c	18 (3.82) ^c	19 (3.50) ^c	16 (3.69)	20 (3.90) ^c	18 (3.71)	16 (3.57)	20 (3.72)	21 (3.57)	17 (3.63)
Strength	South Africa	South Korea	Spain	Sri Lanka	Sweden	Switzerland	Thailand	Turkey	Ukraine	United Arab Emirates
<i>N</i>	7233	9183	3383	160	5561	2124	653	1026	356	968
<i>r</i>	0.81	0.80	0.86	0.81	0.88	0.91	0.95	0.84	0.86	0.96
Mean <i>d</i>	0.17	0.34	0.14	0.23	0.21	0.14	0.10	0.18	0.23	0.07
Beauty	13 (3.88)	6 (3.70)	10 (3.87)	14 (3.89)	20 (3.55) ^c	16 (3.68)	18 (3.69)	13 (3.89)	10 (3.72)	19 (3.70)
Bravery	17 (3.83) ^c	23 (3.37) ^b	17 (3.69)	17 (3.85) ^c	16 (3.64)	18 (3.67)	20 (3.60)	18 (3.79)	16 (3.62)	16 (3.77)
Creativity	14 (3.86)	17 (3.54) ^c	15 (3.76)	12 (3.94) ^c	12 (3.74)	13 (3.73)	13 (3.77)	10 (3.92) ^c	19 (3.59) ^c	12 (3.84)
Curiosity	7 (3.97)	7 (3.69) ^b	3 (4.05)	7 (4.02)	4 (3.86) ^c	1 (4.11) ^c	2 (3.97)	14 (3.88) ^c	1 (3.91)	4 (4.01)
Fairness	3 (4.11)	3 (3.77) ^c	1 (4.12)	2 (4.16) ^c	1 (3.96)	2 (4.02)	1 (4.05)	2 (4.14) ^c	5 (3.79) ^c	1 (4.06)
Forgiveness	19 (3.79)	21 (3.46) ^c	13 (3.77)	20 (3.79)	18 (3.59)	20 (3.64)	17 (3.69)	21 (3.64)	14 (3.64)	20 (3.68)
Gratitude	1 (4.12) ^c	9 (3.67) ^b	8 (3.89)	6 (4.03)	13 (3.69) ^c	11 (3.77) ^c	6 (3.87) ^c	6 (3.98)	6 (3.79) ^c	7 (3.90)
Honesty	2 (4.12)	1 (3.83) ^c	6 (3.94)	1 (4.19) ^c	7 (3.84) ^c	5 (3.96)	3 (3.96)	1 (4.20) ^c	8 (3.76) ^b	5 (4.00)
Hope	11 (3.91) ^c	8 (3.67)	16 (3.73)	10 (3.96) ^c	19 (3.58) ^c	19 (3.65)	15 (3.74)	20 (3.75)	7 (3.77)	15 (3.79)
Modesty	23 (3.67) ^c	24 (3.31) ^c	22 (3.53)	23 (3.68) ^c	23 (3.17) ^c	23 (3.33) ^c	22 (3.55)	24 (3.50)	24 (3.24) ^c	23 (3.45)
Humor	16 (3.85)	18 (3.51) ^b	12 (3.78)	19 (3.82)	10 (3.77) ^c	12 (3.75) ^c	11 (3.79)	16 (3.81)	11 (3.71) ^c	13 (3.84)
Kindness	5 (4.06)	11 (3.64) ^b	2 (4.09)	3 (4.15) ^c	9 (3.79) ^c	6 (3.87) ^c	5 (3.92)	4 (4.06)	3 (3.82) ^c	3 (4.01)
Leadership	10 (3.92)	13 (3.60) ^c	11 (3.86)	8 (4.00) ^c	11 (3.75)	8 (3.79)	8 (3.84)	11 (3.91)	15 (3.64) ^c	8 (3.88)
Love	6 (3.99)	2 (3.80) ^c	7 (3.94)	11 (3.95)	3 (3.87)	7 (3.87)	7 (3.85) ^c	8 (3.96)	4 (3.81) ^c	6 (3.91)
Learning	20 (3.76)	12 (3.61) ^c	4 (4.02) ^c	21 (3.79)	6 (3.84)	4 (3.96) ^c	10 (3.80)	12 (3.90)	9 (3.73)	10 (3.86)
Judgment	4 (4.07)	4 (3.71) ^b	5 (3.97)	5 (4.06)	2 (3.89) ^c	3 (3.99)	4 (3.93)	3 (4.12) ^c	2 (3.82) ^c	2 (4.02)
Perspective	9 (3.95) ^c	5 (3.70) ^c	19 (3.68) ^c	9 (3.99) ^c	5 (3.84)	10 (3.78)	12 (3.77)	5 (3.99) ^c	12 (3.69) ^c	9 (3.88)
Perseverance	12 (3.90) ^c	16 (3.58) ^c	18 (3.69)	13 (3.92) ^c	15 (3.66)	17 (3.67)	16 (3.70)	7 (3.97) ^c	20 (3.56) ^c	17 (3.75)
Prudence	22 (3.68) ^c	15 (3.59)	21 (3.62)	22 (3.76) ^c	21 (3.40) ^c	21 (3.50)	21 (3.59)	19 (3.78) ^c	22 (3.49)	21 (3.51)
Self-reg	24 (3.50) ^c	22 (3.45)	23 (3.46)	24 (3.59) ^c	22 (3.38)	22 (3.44)	23 (3.50) ^c	23 (3.52) ^c	23 (3.29)	24 (3.39)
Social IQ	15 (3.86)	10 (3.65) ^c	14 (3.77)	15 (3.89)	8 (3.80)	9 (3.78)	14 (3.75)	15 (3.88)	13 (3.65) ^c	11 (3.85)
Spirituality	8 (3.95) ^c	20 (3.47)	24 (3.16) ^c	16 (3.88) ^c	24 (2.93) ^b	24 (3.11) ^b	24 (3.40)	22 (3.60)	21 (3.54)	22 (3.47)
Teamwork	18 (3.82)	14 (3.59) ^c	9 (3.88)	4 (4.07) ^b	14 (3.69)	14 (3.73)	9 (3.81)	9 (3.96) ^c	17 (3.61) ^c	14 (3.81)
Zest	21 (3.74)	19 (3.48) ^c	20 (3.67)	18 (3.84) ^c	17 (3.59)	15 (3.69)	19 (3.64)	17 (3.81) ^c	18 (3.60)	18 (3.75)

(Continued)

Table 2. (Continued).

Strength	United Kingdom	Uruguay	Uzbekistan	Venezuela	Vietnam	SD _R	SD _M
<i>N</i>	70,020	383	191	495	525		
<i>r</i>	0.94	0.95	0.94	0.89	0.87		
Mean <i>d</i>	0.22	0.10	0.13	0.19	0.24		
Beauty	15 (3.64)	13 (3.74)	14 (3.75)	14 (3.92) ^c	11 (3.97) ^c	4.80	0.14
Bravery	17 (3.61)	16 (3.69)	15 (3.70)	18 (3.83)	19 (3.86) ^c	2.20	0.15
Creativity	13 (3.68)	11 (3.75)	10 (3.79)	12 (3.94) ^c	12 (3.94) ^c	3.18	0.14
Curiosity	4 (3.91)	2 (4.00)	3 (3.98)	3 (4.11) ^c	8 (4.03)	3.68	0.12
Fairness	1 (3.99)	1 (4.00)	1 (4.05)	1 (4.20) ^c	1 (4.18) ^c	1.16	0.15
Forgiveness	16 (3.62)	18 (3.65)	16 (3.67)	20 (3.76)	20 (3.84) ^c	2.42	0.13
Gratitude	11 (3.71) ^c	7 (3.86) ^c	9 (3.83) ^c	7 (4.02)	5 (4.09)	4.28	0.19
Honesty	5 (3.88) ^c	4 (3.97)	5 (3.91) ^c	4 (4.07)	3 (4.11)	1.92	0.14
Hope	20 (3.49) ^c	19 (3.64)	19 (3.55) ^c	10 (3.97) ^c	7 (4.03) ^c	5.05	0.20
Modesty	22 (3.34) ^c	22 (3.44)	22 (3.39)	24 (3.46)	24 (3.55)	0.89	0.17
Humor	8 (3.75) ^c	9 (3.79)	8 (3.83)	17 (3.83)	17 (3.87)	4.06	0.12
Kindness	3 (3.92)	5 (3.94)	4 (3.92)	5 (4.06)	2 (4.13) ^c	2.64	0.16
Leadership	9 (3.75)	10 (3.78)	11 (3.79)	11 (3.97) ^c	9 (4.02) ^c	2.39	0.17
Love	6 (3.82) ^c	6 (3.89)	6 (3.85) ^c	6 (4.02)	6 (4.07)	2.95	0.13
Learning	7 (3.82)	8 (3.85)	7 (3.84)	9 (3.97) ^c	16 (3.90)	5.67	0.11
Judgment	2 (3.96)	3 (3.99)	2 (3.98)	2 (4.15) ^c	4 (4.10)	2.49	0.12
Perspective	12 (3.70) ^c	12 (3.74)	12 (3.77)	13 (3.93)	15 (3.91)	3.84	0.12
Perseverance	18 (3.55) ^c	17 (3.67)	18 (3.60)	15 (3.90) ^c	14 (3.91) ^c	2.98	0.18
Prudence	21 (3.40) ^c	21 (3.49)	21 (3.43)	21 (3.72) ^c	21 (3.80) ^c	1.59	0.16
Self-reg	23 (3.24)	24 (3.34)	24 (3.27)	23 (3.48)	23 (3.58) ^c	0.88	0.14
Social IQ	10 (3.74)	14 (3.73)	13 (3.76)	16 (3.85)	13 (3.92)	2.91	0.13
Spirituality	24 (3.00) ^b	23 (3.39) ^c	23 (3.39) ^c	22 (3.70)	18 (3.87) ^c	5.72	0.34
Teamwork	14 (3.66) ^c	15 (3.71)	17 (3.66) ^c	8 (3.99) ^c	10 (4.00) ^c	3.97	0.18
Zest	19 (3.50) ^c	20 (3.60)	20 (3.53)	19 (3.79) ^c	22 (3.79) ^c	2.27	0.16

Note: ^a*d* ≥ 0.80; ^b*d* ≥ 0.50; ^c*d* ≥ 0.20. Note. US = United States; Self-reg = Self-regulation; IQ = Intelligence; SD_R = standard deviation of the ranks; SD_M = standard deviation of the means. Tied ranks are rounded up in the table, but correlations were computed using rank means.

lowest scores they reported – Self-Regulation, Modesty, and Prudence – are completely consistent with the present findings.

Though Spirituality on average was among the most infrequently endorsed character strengths, the last two columns of Table 2 also indicate it was the most variable both in terms of mean score across countries and relative ranking within country. For three countries (Indonesia, Kenya, and Pakistan), it was in the top five, a finding that suggests for some countries spirituality represents a more central component of virtuous functioning than the overall results would suggest. The next most variable strength was Hope, which was in the top five strengths in four countries and in the bottom five for seven. Interestingly, every country where it was in the bottom five was a European nation if Turkey is included in that category. Its highest ranking was in Indonesia, which also emerged as one of the most spiritual countries relative to the other strengths.

The standard deviations for Love of Learning were distinctive. Variability in the rank ordering of Learning

was among the greatest, appearing in the top five for 14 countries and the bottom five for 7 others. However, the mean value was one of the most stable across countries, suggesting that the variability in ranking has more to do with relative standing in the strengths than an absolute commitment to learning. Not surprisingly, level of industrialization was associated with whether Learning fell in the top five or bottom five. Among countries where Learning fell in the top five, nine (64.3%) are among the 35 economies the International Monetary Fund (2013) considers ‘advanced’; none of the countries where it fell in the bottom five are on that list.

To explore for systematic variation in convergence with the USA, the correlations and mean d values reported in Table 2 were correlated with each nation’s gross domestic product on a per capita purchasing power parity basis (Central Intelligence Agency, 2012). This variable was selected as a rough indicator of relative similarity to the USA in standard of living and lifestyle. Gross domestic product correlated 0.43 with the Spearman’s correlations ($p < 0.001$) but only -0.08 with the

Table 3. Regional differences in convergence with the USA profile.

	Central/South America ^a	Central/South America ^b	Europe	East Asia	Sub-Saharan Africa	Middle East
<i>N</i>	10	9	30	12	5	8
<i>r</i>						
<i>M</i>	0.81	0.85	0.87 ^c	0.78 ^c	0.79	0.83
SD	0.12	0.06	0.05	0.09	0.10	0.09
<i>Mean d</i>						
<i>M</i>	0.29 ^c	0.25	0.21	0.25	0.20	0.16 ^c
SD	0.18	0.14	0.07	0.12	0.08	0.07
<i>Ranking of means</i>						
Beauty	16	15	14	11	13	15
Courage	18	18	17	22	18	18
Creativity	11	11	12	15	11	11
Curiosity	3	3	1	7	7	7
Fairness	1	1	2	1	1	1
Forgiveness	20	20	18	18	20	21
Gratitude	6	6	15	4	3	5
Honesty	4	4	5	2	4	2
Hope	10	10	16	9	9	14
Modesty	24	24	23	23	23	23
Humor	17	17	8	17	14	12
Kindness	5	5	4	5	2	3
Leadership	9	9	10	10	8	10
Love	7	7	6	6	6	6
Learning	13	12	7	12	16	17
Openness	2	2	3	3	5	4
Perspective	14	13	9	14	12	9
Perseverance	15	16	20	16	19	16
Prudence	22	22	21	19	22	22
Self-reg	23	23	22	24	24	24
Social IQ	12	14	11	13	15	13
Spirituality	21	21	24	20	17	20
Teamwork	8	8	13	8	10	8
Zest	19	19	19	21	21	19

Note: ^aIncluding Paraguay. ^bExcluding Paraguay. ^cSignificantly different means in a row ($p < 0.05$) based on Tukey test.

mean absolute d value, which was not significant. That is, greater national wealth was associated with greater relative similarity to the US profile but was unrelated to absolute mean differences.

Second, nations from Central/South America, Europe, sub-Saharan Africa, East Asia, and the Middle East (with Turkey included in this last category) were compared on correlations, mean absolute d values, and ranking of mean scores on the strengths. Descriptive statistics from these analyses are provided in Table 3. Both analyses of variance were significant. Tukey tests suggested correlations with the US profile were significantly greater in Europe than in East Asia. The initial analysis suggested mean d values were significantly greater in Central/South America than in the Middle East. This finding was unintuitive and proved to be due to the aberrant Paraguay sample. When the analysis was repeated excluding this sample, the results became non-significant. The results for Central/South America in Table 3 are presented both including and excluding Paraguay. The ordering of the mean scores was quite stable. Spearman's rho between the rankings (excluding the second column without Paraguay) averaged 0.90, with a range from 0.80 (between Europe and East Asia) and 0.96 (between the Middle East and Sub-Saharan Africa).

Discussion

The results demonstrate a remarkable level of convergence across nations in their endorsement of various strengths. The tendency to self-describe as honest, fair, kind, curious, and critical in thought was widespread in these data. In fact, Fairness made the top five strengths in all 75 countries, and all of these strengths were in the top five for at least 50 countries. The next most widely endorsed strength, Love, was in the top five for only 20 countries.

At the bottom end, it is the lowest four that stand out from the rest. Modesty and Self-Regulation were both near the bottom in all 75 countries, and Prudence and Spirituality were in the bottom five for more than 50 countries. The strength associated with the fifth lowest mean ranking, Zest, was in the bottom five for only 23 countries. In contrast, Forgiveness was in the bottom five for 25. Forgiveness was also the sixth lowest strength in the US and in the average of the non-US rankings.

Patterns of discrepancies as revealed by medium to large d values are in some cases potentially telling about a nation. One notes for example the lower mean for spirituality in the United Kingdom versus the USA is the only substantial difference between the two countries. The largest d values in the study outside of Paraguay suggested less judgment in North Korea than in the USA, more teamwork in Panama, and less gratitude in Estonia.

However, the most important finding replicates the key finding reported by Park et al. (2006), which is the degree of cross-cultural consistency noted in the self-report of character strengths. This hypothesis was tested using both a metric of convergence (Spearman's r) and distance (d). Even the smallest correlation with the US profile of ranked strengths that emerged in this study meets the common standard for a large effect (Cohen, 1988). Only four of the correlations suggest variance in the ranks overlapped by less than 50% (involving the three countries where Spirituality was among the top five strengths and the aberrant Paraguay sample). Finally, 93.07% of standardized mean differences were small or trivial. When one considers the potential for testing bias across 75 nations resulting from differential interpretation of the items or the response anchors, these relatively small differences are particularly striking. To what extent the variations noted are true differences across the populations represented by these samples, versus – as Park et al. (2006) speculated – ‘national idiosyncracies’ (p. 125) in the interpretation of the items or sampling variation, is unclear. What is clear though is that among individuals who had the resources and interest to participate in this study there is remarkable consistency in the self-description of character strengths across nations.

Of course, it is important to recognize the bias in these samples as representations of the nations included in the analyses. People who participated in this study are not likely to be normative for many of these countries. Participation required Internet access, a criterion met by only a small portion of the population in some countries. It also required sufficient interest in understanding one's relative position on strengths of character to be willing to complete a lengthy online questionnaire in return for feedback. The bias in the samples is particularly evident in the proportion of cases who had attended college. The conclusions of this study can only be generalized to those populations of individuals who are relatively well-educated, presumably economically stable, and interested in the topic of virtues and character strength.

When interpreting these results, it is also important to keep in mind what it is that is being measured. As is the case with most multi-item inventories, the VIA-IS items reflect an amalgam of self-perceptions, behavioral tendencies, claims about the perceptions of others, and attitudes. It provides insight into personal functioning as it relates to the various character strengths. However, this is not equivalent to understanding the cultural attitude towards those strengths. For example, it is possible that a nation will see itself as a deeply spiritual nation and will regularly consider the spiritual implications of decisions made at the national level, even though the citizens of that nation do not report spirituality as a key element of their personal virtuous functioning. In fact, the existence of a national religion could even suppress the

degree to which residents of a country would see their pursuit of spirituality as exceptional or central to their functioning.

Despite these caveats, the results at least raise questions about the assumption of substantial cross-cultural diversity in the degree to which various strengths are valued. This finding is encouraging in terms of the potential it creates for dialog across nations on how to advance the development of character strengths, at least among the population of individuals who are interested in issues of character strengths. As Park et al. (2006) noted, evidence of cross-cultural agreement in endorsement of the strengths also provides indirect evidence of the validity of the VIA model as a relatively universal set of values defining the universe of personal tendencies that contribute to the functioning of society as a whole.

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Note

1. Standard deviations for the strength scores for each country are available upon request.

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