**Journal Entry 5: VALS**

The Strategic Business Insights company provides an online survey that you can complete in exchange for being told what your "VALS type" is.

[**Click here**](http://www.strategicbusinessinsights.com/vals/presurvey.shtml) to visit the site. Then, click **Take the Survey** and **read all the questions** when the survey opens, before answering any of them.

**If you are uncomfortable answering particular questions, then do not complete the survey**, but read the rest of the survey questions before exiting the survey. You will still have to complete this journal activity, so understanding what the questions are is important. If you choose to complete the survey, you will have to enter an email address. You may use your student email address for this purpose.

**If you complete the survey**, find links to descriptions of your categories in the left column of the results screen. Read the results for your two categories, including the list of **Favourite Things**. Keep in mind that these categories were created, defined and designed by the creators of the survey to meet their purposes.

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**If you complete the survey:**

* write a journal entry describing your primary and secondary categories, according to the survey results. Reflect on how closely (or poorly) the results match your understanding of yourself. Share your thoughts about ways that this company could use this information, using specific questions as examples. Do you think it is OK for the VALS survey to collect this type of information? Why or why not?

**If you do not complete the survey:**

* write a journal entry explaining your reasons for not completing it. Reflect on the selection of questions in the survey and how they might be used by this company. Use specific questions as examples. Do you think it is OK for the VALS survey to collect this type of information? Why or why not? Keep in mind that your journal entry should show as much thought and reflection as if you had completed the survey.

When your journal entry is complete, submit your work to your student folder.

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