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Out of Sight, out of mind, out of heart

Design of an instrument that measures the relationship between empathy, values, motivation and corruption through the game. Finding the gold at the end of the rainbow.

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1. Introduction

To be able to transform the world or the society making a meaningful difference is one of the biggest motivations and goals of many leaders across the globe. However, the challenges that those changes require does not seem to be an easy task especially if the awareness towards a specific issue and its relevance is null or very scarce. One of the biggest challenges that societies have had to face for many years is the Corruption. Many countries with rising economies suffer from a high level of corruption that slows their overall development. The whole of society is affected as a result of the inefficient allocation of resources, the presence of a shadow economy, and low-quality education and aid. Corruption, therefore, makes these societies worse off and lowers the living standards of most of their populations Transparency International Corruption Perceptions Index in (2017) Such is the case of Colombia.

Often defined as a phenomenon that involves the abuse of trust, generally, one involving public power, for a private benefit which often, but by no means always comes in the form of money (Johnson, 2005).

Corruption is a characteristic phenomenon of human societies, which has been present both in developing countries and in developed countries (Aidt, 2003). Various areas of knowledge such as political science, sociology, anthropology, psychology, law and economics, have made some contributions to the understanding of this phenomenon and have pointed out the economic impacts that it generates. Despite this, most of the times the effects of corruption are often reduced to economic data, facilitating statistical work but too often equating human wellbeing with trends in GDP, and not making enough emphasis in the effects for the society and culture among with citizen wellbeing, memory and justice (Johnson, 2005).

Although Economic and political perspectives are critical to define corruption and its consequences for a country current efforts seem not to be enough. Thus it affects societies and countries as a widespread phenomenon the individual consequences and causes should not be disregarded. It is extremely important to consider the role of sociology due to its approach towards corruption as a social practice against the behaviours that are considered as valid in a specific society and the moral consequences of it. () According to a study released by De Justicia (2017) in Colombia, the manifestations of corruption are due to two types of conditions. The first type are the sociopolitical and cultural conditions and the second type institutional conditions (Newman & Angel, 2017). In order to approach the effects of corruption beyond economic trends, this paper will be focused mainly the effects that are related to the first type of conditions, moreover to what is concerned to social behaviour and the contempt culture.

From that premise, this project aims to understand empathy, human values and motivation drivers as well as its the relationship with corruption in order to identify common aspects between them and its possible potentials to create awareness and empowerment of citizens.

1.1 Research objectives

1. An overall understanding of Corruption and its forms in a Colombian context
2. An understanding of Colombians citizens general perceptions fo the country's current situation
3. The implementation of new mechanism to measure empathy, human values and motivation drivers
4. Understand how empathy, human values and motivation drivers are related to each other in order to identify patterns in citizens behaviour towards corruption.
5. Create the bases for a gaming experience that allows citizens to get a understanding of the potentials of their own values
6. Propose future approaches towards the empowerment of citizens by knowing and understanding their proposes and responsibilities against corruption.

Furthermore, this research will argue that by knowing and understanding human motivations, empathy levels and personal values is possible to create a consciousness among citizens on why is it important to be aware of the personal behaviour and how this may affect others. To conclude, it will argue that although awareness can be achieved in different ways, having personalised tools and creative approaches is very important as is more likely to lead towards the development of higher levels of empathy and consciousness.

2. Colombia's context

Colombia is a country that has had a great evolution in recent times, not only in economics and politics but also in the need to improve the quality of life of citizens towards equality, justice and peace. According with the former president of the nation Colombia is much better off today than it was seven years back. As the country strived for peace, its economy has been fortified and is currently better arranged to go up against the difficulties such as corruption Santos (2017). However, different measurements made on corruption in Colombia have show a rather daunting scenario.

The shadow of the corruption has been extremely harmful to the development of the country. According to Transparency International's Corruption Perception Index 2017, Colombia obtained a score of 3.7/100 (where "0" is the lowest score, that is, high perception of corruption). This places the country in 96th place among 180 countries evaluated. Likewise, in the American context, Colombia occupies the 13th place (among 32) Transparency international (2017). To this, it must be added that in

the last 20 years there have been not significant changes on the same indicators which reflects that the policies and anti corruption actions planned have either been efficient.

In 2010, Elisabeth Ungar referred to the growing problem of corruption in Colombia in the annual report of *Transparencia por Colombia* as a phenomena immersed in the whole society, involving the public sector, the private sector as well as the citizens. In other words, according to the former director of *Transparencia por Colombia* the phenomenon seems to be related to causes of an ethical, social, political and administrative nature. Furthermore, Ungar makes an emphasis on the importance of the inclusion of a strong component of education and citizen participation. In general terms this can be interpreted as a lack of effective approaches to empower people to fight corruption from a individual level assuming a responsibility that not only should concerns politics or the government.

It has been almost 8 years since Ungar statements and although according with *Transparencia por Colombia* indicators the overall picture seems not to have change, in the last few years, several anti-corruption efforts have been pursued. To the extent that according to the management firm (Gallup, 2018), the 30 percent of the respondents considered Corruption as the main problem that the country is facing at this time. The same survey form December 2016 showed that Corruption, was not the greatest concern of Colombians, but other cluster of problems, such as health, education or employment, which, added together, exceeded the percentage of corruption. A likely explanation is that the awareness of corruption has grown among the citizens from 2016 (Gallup, 2016). However, with a small sample size, caution must be applied as the findings might be totally accurate.

Nevertheless, it is true that Colombians have a bigger concern towards corruption than before, As previously mentioned, some anti-corruption efforts have been pursued. Such is the case of the anti-corruption popular consultation held the past 23th August, 2018 that mobilised more than 11 million Colombians with 99% of support in favour (National registry 2018) . As well as the uncovering of one of the largest corruption scandals in Latin America related with the construction firm Obredech involved in bribes in both the private and the public sector in Colombia (Gallas, 2017). In general terms this could be interpreted as a wave of corruption issues that have shake Colombia in the last two years and somehow has awake the awareness towards its importance and the pertinence of new solutions.

3. Colombia as a Paradox

For many, Colombia is a country of paradoxes especially when talking about corruption and violence in the country. Chaparro (2016) , Mejia (2017, Carrasquilla (2015), (Matanock & García, 2017). Such is the example of being both, the 3rd happiest country in the world Happy planet index (2016) as well as one of the most affected countries by corruption according to Transparency international Corruption Perceptions Index in (2017). The rather contradictory results could be attributed to two likely causes. The first one is that the Happy planet index calculates four specific factors, the life expectancy, the

wellbeing, the ecological footprint and inequality whereas Transparency International focuses on the corruption perception. Despite the two indicators are based on the perceptions of citizens, it is striking that they contradict each other in spite of not being directly related to each other. What is most disturbing is that the wellbeing and corruption should be directly related, which leads us to the second cause which is that Colombians do not have a clear notion of how the country's corruption can directly affect their wellbeing.

On one hand there is the above mentioned anti corruption popular consultation that proposes to involve citizens in governmental matters, making evident the empowerment that citizens have to contribute to the fight against corruption, that although it reached a very high voting in the polls it did not reach the umbral to be approved. This again, is a clear example of the lack of empathy and awareness towards the importance of getting involved in anti corruption efforts.

On the other hand stands another important fact and it is that some politicians are not much interested in fight corruption for example by refraining from voting the popular consultation, and is not a casualty that precisely those who at the moment are being investigated for corruption. Such is the case of the former president and main represent of the right wing in Colombia, Alvaro Uribe Velez and the political party represented by him and the current president Centro Democratico who retracted its support for the anti-corruption referendum two weeks before it was held (Semana, 2018) after openly supporting it as one of the key flags of the party's presidential campaign earlier this year. Arguing that the current president Ivan Duque (also a represent of the right wing), has better plans to fight corruption (Uribe, 2018).

Although there is some evidence suggesting that the current government has advance steps to attack corruption from the interior of the government and the congress (El Espectador, 2018), Uribe's camp turn has generated a strong polarisation and an intense polemic broke out in the country, even though this has been seen in the country for a long time, also demonstrated in the results of the plebiscite for peace in 2016 where 50.2% of voters mainly lead by the right wing rejected the agreement compared with 49.8% who voted for it (BBC, 2016).

Moreover, according to Francisco Gutiérrez, one of the greatest experts in Colombian democracy the problem goes beyond polarisation to the extent of a "radicalisation of the extreme right" (2017). Others claimed that the anti-corruption campaign was the only thing that was not going to polarise the country as it was an open and inclusive invitation to all sides, ideologies and parties of Colombia (Rodriguez, 2018). However, as mentioned before, the last minute decision of some politicians to not support the consult ended up segregating many who decided not to vote in pro of the campaign which is also depicts by Gutierrez in his observation towards the power that the right wing has in Colombian's opinion.

On a similar examination, Humberto de la Calle (2018), one of the key figures in reaching the peace agreement with the FARC points out the polarisation in Colombia has its roots on the distrust from the citizens towards the politicians. On top of that he states that “parties have failed citizens” therefore, greatly harmed the perception that citizens have of politics due to corruption scandals and its perception increment, posture with which Newman & Angel agree (2017). Although de la Calle’s point has a good argument and shows a bad panorama, his statement could be also interpreted as good in the sense that maybe, at least now Colombian’s are having a more critical thinking towards politicians which is also demonstrated by the fact that for the first time in history, the left wing has reached significant numbers in the past presidential elections where in second round secured 42% of the presidential vote (In focus, 2018) in a country conservatism generally rules.

Having express that, two important questions remain to be addressed, the first one is if the political polarisation is also affecting Colombian’s daily life and ideology? Moreover, the second one is what does it has to do with corruption and its perception among Colombians?

Some academics of the department of political science of the university Eafit believe that the polarisation is not affecting the life of the citizens as it is temporary and momentary due to the situation in which the country is running with the presidential elections, the anti-corruption consultation and the last peace agreement, arguing that polarisation is simply part of the political debate and that it is also necessary since that’s what politics is about, besides, that without that debate there would be no democracy. Qualifying the polarisation as a myth and not as a reality (Silva, 2017). On the contrary, for Jorge Yarce (2018) President of the Latin American Leadership Institute The polarisation that confronts the country is profound to the point that there is no dialogue, but permanent insults and exclusive dogmatism between left and right ideologies which is affecting the society by “depriving citizens of their freedom, their capacity for compromise and risk, their responsibility and its human condition”.

Although Silva has a point that sounds coherent, the reality is that ignoring the problem of polarisation arguing that it does not exist when it is evident in the behaviour of citizens even within their own families does not seem as a good solution or at least do not change anything. On the other hand, what Yarce proposes is to focus the attention of all the groups on the common good of the country, so is possible to find common bases for a project of a country that leads to work for it over ideologies, and with sustainability towards the future.

3.1. Cultural and Sociopolitical Conditions

Newman & Angel present corruption from a sociological perspective as “as a social practice that is in tension with patterns of behaviour recognised as valid in a given society and its main concern has to do with the moral costs of corruption”(2017). It is important to highlight the importance of the moral

value within corrupt behaviours are judged and its entasis when talking about sociological aspects. In addition, the authors point out different sociological theories where according to Villegas & Revelo (2010), Thoumi (1999) there are four main aspects in Colombia society that favour the reproduction of corruption.

To begin with, there is the institutional weakness, secondly the clientelism, followed by the narcotraffic, finally according to the authors, the previous three aspects in conjunction form the fourth aspect in a more global scale called by Garcia (2010) as the “breach of rules or contempt culture”. (Newman & Angel, 2017), (Castilla, 2018). This culture is for the authors one in which the citizenship is not willing to accept the rule of law, unless it is favourable to personal interests. In this sense, it can be inferred that the law is seen as a mechanism that is presumed only when it is useful for personal purposes and ignored when it is inconvenient for them which could be qualified as an egoistic behaviour.

Garcia (2010), also mentions the important role of the civic culture as a detractor of the contempt culture, therefore of corruption. However, Newman & Angel (2017) argue that even the civic culture is corrupted in the sense that the sociopolitical conception of a flexible law has created a very unique characteristic among Colombia’s citizens which is the ability to accommodate the law by applying a number of exceptions that correspond to various changing circumstances in favour to its personal interests regardless the moral, ethical or legal code that may be infringed. With certainly, this conveys in a much big scale of corruption where the paradox then becomes to know if the politicians are corrupt by the society in which they are born or if the society becomes corrupt because the politicians with power accommodate the laws that allow it.

Although the focus of this research is not to understand what happens first, it is important to highlight the connection and responsibility that society has when fighting corruption, no matter who makes corrupt to whom, a citizen commitment is required to begin to appease the effects of this for the common good. As Unegar (2010) argues that above all, if Colombians do not understand that they are all, by action or omission, co-responsible for corruption, the Human Rights and the Social State of Law will continue to be compromised.

However, returning to the point indicated by Newman & Angel, in spite the consequences of corruption Colombia has reached a point where its citizens unconsciously seem to understand corruption as a tradition, with the tacit acceptance that this is the normal and definitive order; “Corruption and vassalage as an accepted destination with affection” Vanegas (2018). From another perspective it can be argued that it seems to be wilful disconnect that people seem to be able to make between their actions and the effects of those actions in the bigger picture Amrani (2018).

As part of this research 109 participants were consulted in order have an understanding in their perceptions towards the overall situation of the country as well as the importance of their participation

in the problems that the country faces. The survey the survey had five questions, some of these multiple choice and others open response were the participants were surveyed in the following questions: 1) What do you think about the general situation in Colombia?. 2) From your perspective, who do you think should be the main responsible for making Colombia a better country?. 3) What do you think Colombia needs in order to improve? 4) You will do or do something to make Colombia a better country?. 5) Do you dream of Colombia being a better country (See Appendix A).

As a result of this survey the following was found, *Figure 1*. Shows the percentage of answers in 6 different categories in response to the first question What do you think about the general situation in Colombia?. In this chart in can be analysed that most of the participants have a positive thinking towards Colombia’s future situation. Where the majority (42.6%) of the participants claim that even though the country is in a bad situation

it is improving. However, in the fourth position with the 11.1% of the participants maintained a rather negative view towards the current and future situation of the country. Also, it calls the attention the fact that less that the 5% of the participants chosen “It's going well, we all want to always give the best and we'll go far.” as their answer which could possible indicate the lack of participation of the civil society towards the contribution of a better country.

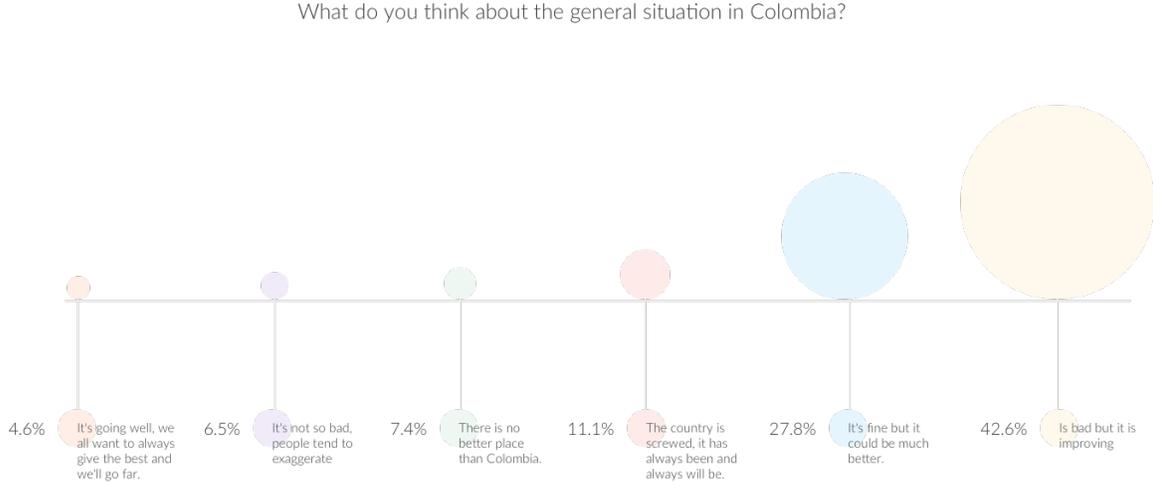


Figure 1. What do you think about the general situation in Colombia?

The responses for the second question, “From your perspective, who do you think should be the main responsible for making Colombia a better country?” Are shown in the *Figure 2*. Where is evident that near the half of the participants consider The Government and The congress as the main responsibilities to improve the country, and in second place with a difference of around 6% The education System. What is interesting about these results is that only the 12% of the participants consider The Society as the responsible with less than a third percent respectively the second place.

However, if The education system was considered as the responsible for society behaviour, the percentages may change. Nonetheless, it could also be said that participants do not feel empowered enough to assume that responsibility, therefore they rather prefer others with more power to be responsible.

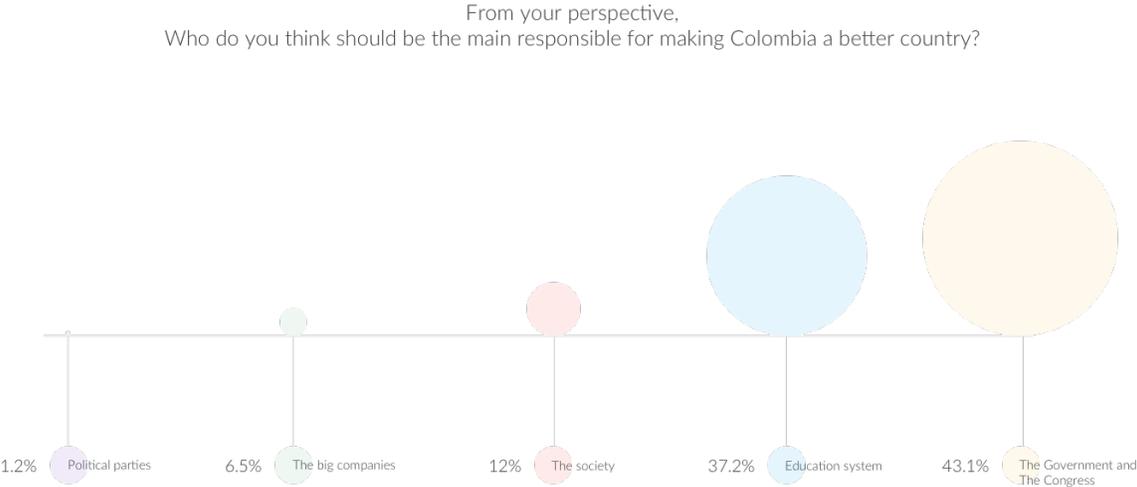


Figure 2. From your perspective, who do you think should be the main responsible for making Colombia a better country?

The Question number tree, represented in the *Figure 3*. Had a different methodology that the rest of the questions as with the aim to not limit the responses the participants were asked to write what do they think Colombia needs in order to improve in their own words and with no limits in the characters. When analysing the results it was found that the majority of the answers share something in common, so all the answers were divided and correlated in 6 categories with not specific order: 1) Law and Economy, 2) Education, 3) Equality and Justice, 4) Culture, 5) Values 6) Corruption.

As show in the *Figure 3*. Some of the 6 categories are overlapping others, which makes reference to two specific aspects of the answers. Firstly, that the answer explicitly contained two categories and secondly, that the meaning of an answer could be interpreted as part of two or more categories. The size of the circles as well as the areas in common show some interesting insights about the importance or relevance of the categories or mixed categories such as the strong emphasis in the culture-related and values related answers where the most popular answers are Tolerance, Honesty and Awareness. In the case of Equality and Justice related answers, the word Justice is the most repeated one, showing a clear discontent of the participants towards the current Justice mechanisms. Another interesting finding is the fact that Corruption- related answers are enough to be a category as well as the

What do you think Colombia needs in order to improve?

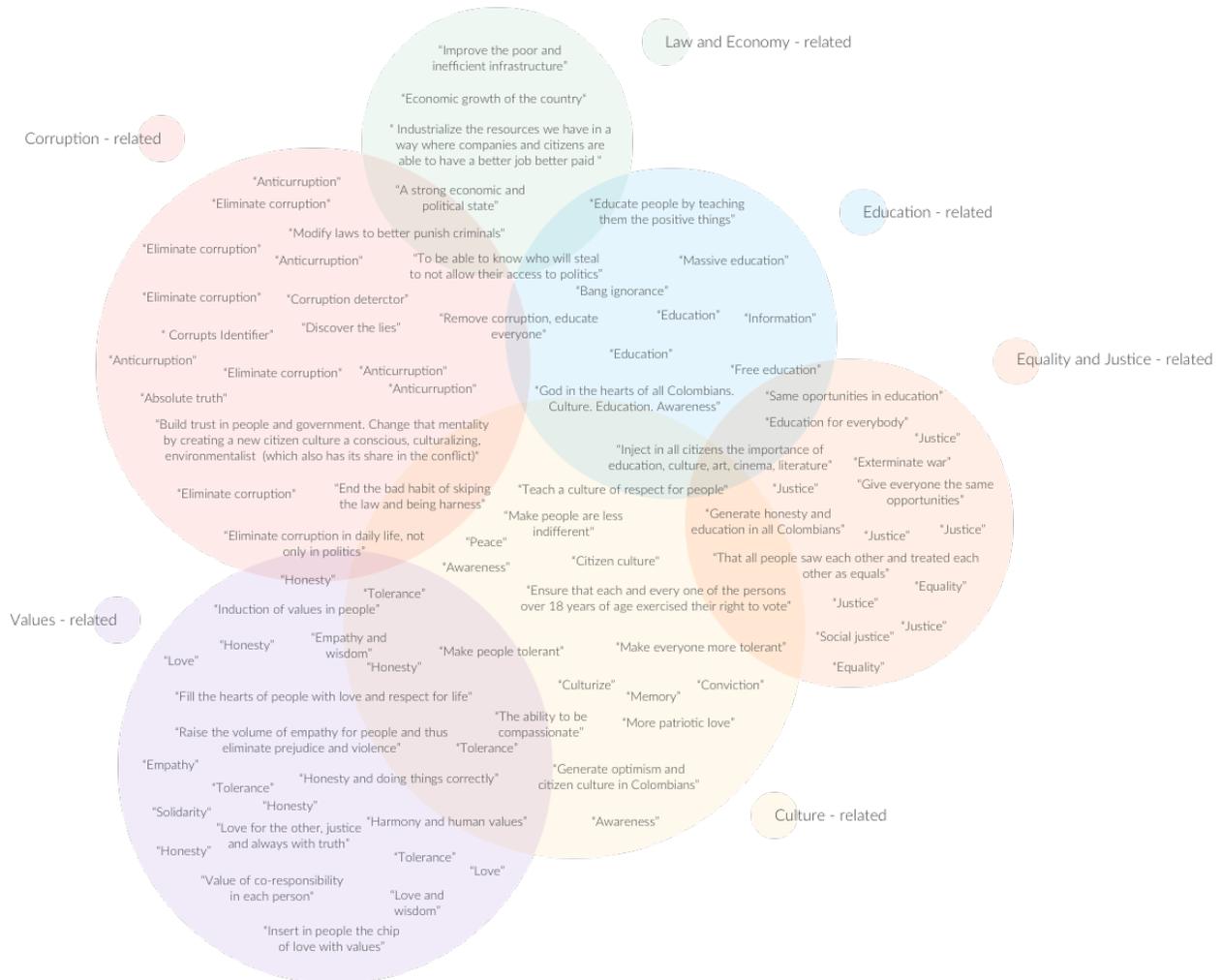


Figure 3. What do you think Colombia needs in order to improve?

repetition of the answers “Anticorruption” and “Eliminate corruption” which evidence the awareness of the participants towards corruption issues in Colombia and the need to fight it.

For instance, Corruption - related answers in *Figure 3* evidence a relation between participants concern towards corruption and believe that The government is the responsible for the wellbeing of the

country. Moreover, it could also be concluded that the participants have a strongest opinion towards Value and Culture- related solutions which can be related to the previous percentage of participants choosing the education system as the second responsible of the country wellbeing in the *Figure 2*.

3.2. Motivations and values

As shown in the *Figure 3*. Corruption seems to be a great concern of participants. Despite this evidence, some experts suggest that although talking about Corruption in Colombia has become normal and popular and people seems to understand it as a problem for the country and society, the consequences are not totally clear and seem too far away from daily reality (Castilla, 2018) (Vargas, 2015).

For instance, it could be argued that the tools provided by the state and society itself are not enough to empower citizens and to make them feel responsible for the existence of corrupt culture. One of the main arguments could be that they are so focused on satisfying their personal needs and desires that are far away from understanding the full picture of how it affects the country and them directly.

Moreover, by not understanding that all small actions have a consequence, they can not understand that these small actions can make a big impact and generate a change, both positive or negative. Moreover, from individual perspective it could be said that the power of corruption lies in the influence and impact that decision making has, not just in the decision maker life, but in others life that are not necessarily directly implicated or involved in the decision-making process or at least, not consciously.

If every person most of the times had the opportunity, the choice and the awareness to decide whereas to take a corrupted decision or not being conscious of the consequences that that specific decision could bring both personally and collectively perhaps corruption soon the corruption would stop being such a relevant problem in Colombia. However, is not as simple as making a decision. It goes beyond the decision and the faculty of each person to anticipate its consequences. Therefore, understanding people's motivations and values is as important as is for people to understand both, their responsibility as part of the problem and subsequently, the power that their actions have.

4. Designing an instrument to measure Empathy, Motivations and Values.

As seen before the understanding of people's motivations, values and their empathy levels is very important as they constitute an essential part in the decision-making processes where, as discussed above, corruption may occur. With the purpose of understanding what is behind the decision-making process and as part of this investigation it was decided to build an instrument to measure Empathy, Motivations and Values described by means of the following methodology.

4.1 Objectives:

- Understand the relationship between empathy and corruption
- Approach the cultural and motivational reality of Colombian society
- Collection of information about indicators related to cultural values, empathy, motivations and their difference with respect to different psychological profiles
- Provide statistical data on the opinion of the participants exercising their specific role about the current situation of the country and its decision making process regarding the assigned character.
- Get information about the seasonality existing in the perception of Colombians about the country's problems
- Provide statistical data and content to support the creation of a role game

4.2 Methodology

The methodology consist in the application of a mixture of various instruments that allow to measurement of different aspects of citizen motivations adapted to Colombian audiences and context. Tree models where conducted to eight participants whom have been asked to perform a gamification experience by performing a character.

In this specific exercise a prototype in of a gaming experience was used to illustrate the participants on how the experience will be designed. However, the exercises where executed using google forms and multiple selection options where the final aim is to find the gold at the end of the rainbow which is used as a metaphor of the journey that a person needs to travel to be able to find the true meaning of tolerance, empathy and a much more honest and aware society.

4.3 Participants and procedure

Eight voluntary participants between 18 and 50 years where the sample to perform the role game where a specific role with a story was assigned to each of the participants using the eighth character

types proposed by Heymans and Wiersma in France in 1956 as cited in Marchiori (2007) (Choleric, Passionate, Phlegmatic, Sanguine, Sentimental, Nervous, Apathetic, Amorphous) Sown in the **Figure 4.** as well as other characteristics typical of a Colombian profile (**See Appendix B**). Although the descriptions and the stories of each character could be considered as ambiguous, for the sake of this research its very important to allow for that ambiguity as the missing information will be automatically field and assumed by the participant. This also could be used as an indicator of the participants believes or bias towards that specific type of character which also its interesting as it creates the bases for future evolutions of each the role.

Based on the specific information received about each character, the participants were asked to execute that role assuming that the role personality was their own personality and appropriating the character characteristics and story putting on the shoes of the character through out the different questions, and decision making process of the gaming experience. The goal was the measurement of empathy, motivations of each of the characters from a participant perspective where data was drawn and illustrated in a graphic with individual results for each participant.

	Character Type	Activity	Emotionality	Resonance
1	Choleric	1	1	1
2	Passionate	1	1	2
3	Sanguine	1	2	1
4	Phlematic	1	2	2
5	Nervous	2	1	1
6	Sentimental	2	1	2
7	Amorphous	2	2	1
8	Apathetic	2	2	2

Figure 4. Character types by Heymans and Wiersma (1956)

In the Figure 4. Eight different types of characters can be identified where each of them is defined by two levels of Activity, Emotionality and Resonance. The number one represents the primary or higher level and the number two represents a secondary or lowest level. According whit the theory (Marchiori, 2007):

- *Emotionality is classified as:*

Primary: When a person tends to strong emotional responses to certain events, people with primary emotionality can be easily motivated, can get excited, show joy, but can also go to the opposite side, fall into sadness and greater exposure to pain emotional.

Secondary: It is in the case of people who have a weaker emotional response to events in life. These people maintain greater emotional stability, remain at a mid-point, a little cooler to see life with greater serenity.

- *The activity is classified as:*

Primary: A greater inclination or tendency to perform tasks. They are people who are always looking for something to do, when they spend a long period doing nothing, then they feel desperate and do not like to waste time.

Secondary: Tendency to passivity and execute fewer tasks. They are people who tend to settle for doing only what is necessary.

- *The resonance or repercussion is also classified as:*

Primary: people who react as situations are presented, are practical and are more focused in the present moment.

Secondary: people who require more time to process the information of events and usually pass remembering the past, people who tend to hold resentments and remember bad experiences has a secondary resonance.

4.4 Materials for measurement

Empathy: To evaluate the construct, the original version of the Interpersonal Reactivity Index (IRI) by Davis (1983) considered as one of the most complete instruments given that it allows to evaluate the construct from a multidimensional perspective. (Muller, Ungaretti & Etchezahar, 2015) Composed of four independent dimensions of seven items each in its original version: 1. Fantasy (denotes a tendency of subjects to identify with fictional characters such as characters from books and movies, 2. Perspective Taking (the tendency or ability of subjects to adopt the perspective or point of view of other people), 3. Empathic concern (the tendency of subjects to experience feelings of compassion and concern towards others and 4. Personal Distress (experiencing feelings of discomfort and anxiety when witnessing negative experiences of others) (Davis, 1983).

Motivations: An updated version of the instrument for the Measurement of the different motivations (PMC) for Colombian audiences developed by Sudarsky y Cleves (1976) was used to categorise the motivation of the participants in a total of 53 questions divided in three different categories, 1) Achievement: People motivations driven by effectiveness of their actions, 2) Power: People motivated by direct and exert influence over others. 3) Affiliation: People motivated by collaboration with others as well as by maintaining effective relationships with others. In this test the participants were asked to choose one option with which they felt most identified in a total of 3 options per question. A specific number was assigned to each of the options corresponding to the category to where it belonged, once the test was completed, the results were measured in a scale from very low, low, medium, high and very high.

Personal Values and Awareness: for this section the diagnosis of values and psychological development offered by the Barrett Values Centre was used as the best identified way to measure the values of each profile the seven levels scale proposed by Barrett (1996-1997). The Seven Levels Model describes the evolutionary development of human consciousness and applies to all individuals and human group structures—organisations, communities, nations. Here the participants were asked to choose ten out of 10 which describe their role better.

Taking this scale as a measurement of the values of a person throughout his life and that therefore varies with the passing of years as well as part of an evolution process, the decision was made to adjust the scale from vertical to horizontal direction as seen in the **Figure 5**. Mainly considering that the scale does not represent higher or lower levels as it is actually defined by Barrett (1996) as a phase of human behaviour rather than a measurement of good or bad.



Figure 5. *New proposition of the Personal Values and Awareness scale*

5. Discussion

5.1 General Results

Empathy: In a general analysis of the IRI it was found that the measurement of Fantasy (fs) Perspective Taking (pt) Empathic concern (ec) and Personal distress (pd) were also related to other four characteristics. As follows: Empathic concern (ec) directly proportional to other-oriented - affective empathy, Perspective Taking (pt) directly proportional to other-oriented cognitive empathy, Personal distress (pd) directly proportional to self-oriented - affective empathy, Fantasy (fs) directly proportional to self-oriented - cognitive empathy. To see each profile results **(See Appendix C)**

Motivations: In the case of motivations it was found that in most of the times Affiliation is inversely proportional to Power and and that Achievement is detached of the previously mentioned categories. To see each profile results. **(See Appendix D)**

Personal Values and Awareness: As this is a personal assessment, all the participants show distinct levels of awareness. For each profile results **(See Appendix E)**

As the methodology used is was a technique of mixing methods the overall do note reveal as much as the individual results which reveal more complex situations and findings once they have been graphed and consolidated as can bee seen in the following pages.

Participant 1

This participant was assigned with the role of a 22 years old man from a low social class, who is single, has a low income and its main characteristics are typical of the *Choleric* personality. The character was described as brave, impulsive, active, talkative individualist, combative, extroverted, innovative, intelligent and bold with low levels of discipline and tolerance. (See Appendix B.1)

After running the three tests with participant number one it was found that the character number one from participant one perspective had a very high tendency to be motivated by power, as well as very low motivation towards affiliation and a low motivation towards achievement. Mainly his values belong to the first four levels of consciousness. Being interesting that in the third level, power and reward appear as a possible detracting values shown in Figure 6 (See appendix D.1 & E.1)

It also can be appreciated how the empathy area is covering a small part of the chart however, the evidence suggest that although his levels of empathy are not very high, his empathic concern (towards others) shows the highest value in his case which could be possible related with the value in the level number seven, leadership. (See Appendix C.1)

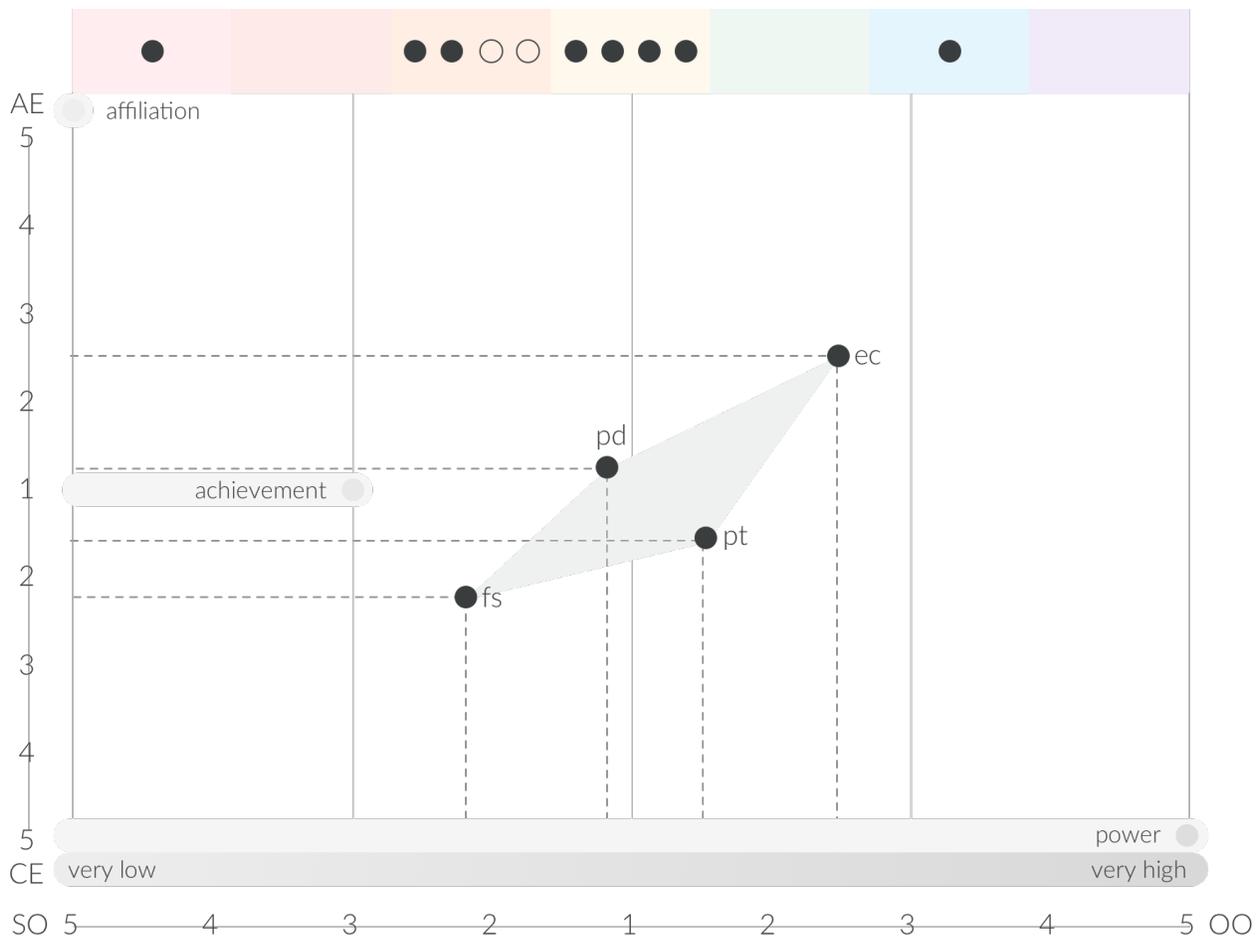


Figure 6. Participant one results.

Participant 2

This participant was assigned with the role of a 50 years old man, who has an occasional partner, has a unknown income and its main characteristics are typical of the *Passionate* personality. The character was described as creative, methodological, active, jealous, possessive, vengeful, and hard-working with high levels of discipline and responsibility. (See Appendix B.2)

After running the three tests with participant number two it was found that the character number two according to participant two perspective similar as the previous chart, had a very high tendency to be motivated by power, as well as very low motivation towards affiliation and a low motivation towards achievement. His values are between level one and five where level one reports that near half of his values are classified in the survival category. Being caution and control the detracting values in this case. (See appendix D.2 & E.2)

It also can be appreciated how the empathy area is covering a even smaller part of the chart it is compared to the first results. The evidence suggest that his levels of empathy very low haven higher levels towards self concern. (See Appendix C.2)

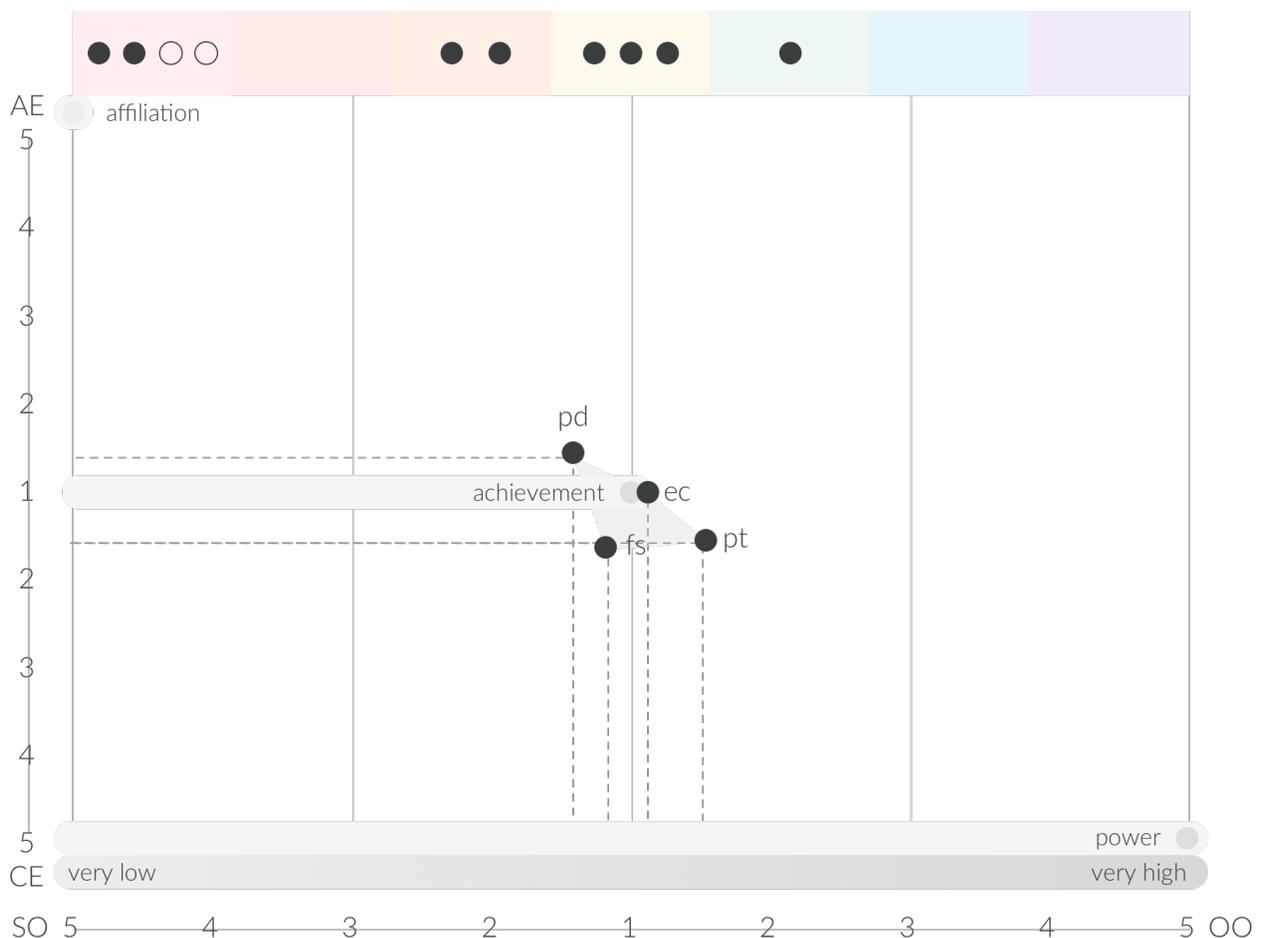


Figure 7. Participant two results.

Participant 3

This participant was assigned with the role of a 27 years old woman from a high social class, who has a partner, has an average income and its main characteristics are typical of the *Sanguine* personality. The character was described as curious, receptive, optimist, extroverted, manipulative, superficial, warm, and selfish with high levels of self confidence and responsibility. (See Appendix B.3)

After running the three tests with participant number three it was found that according to participant three perspective that the character number three shows had a very high tendency to be motivated by achievement, as well as a medium motivation towards power and a very low motivation towards affiliation. Her values are between level tree and seven where level four reports that near half of her values are classified in the Transformation category. (See appendix D.3 & E.3)

It also can be appreciated how the empathy area is covering a much bigger area compared with the first two characters which could mean that the empathy level it is not necessarily directly related with the level of affiliation, but int might have a relation with the power. (See Appendix C.3)

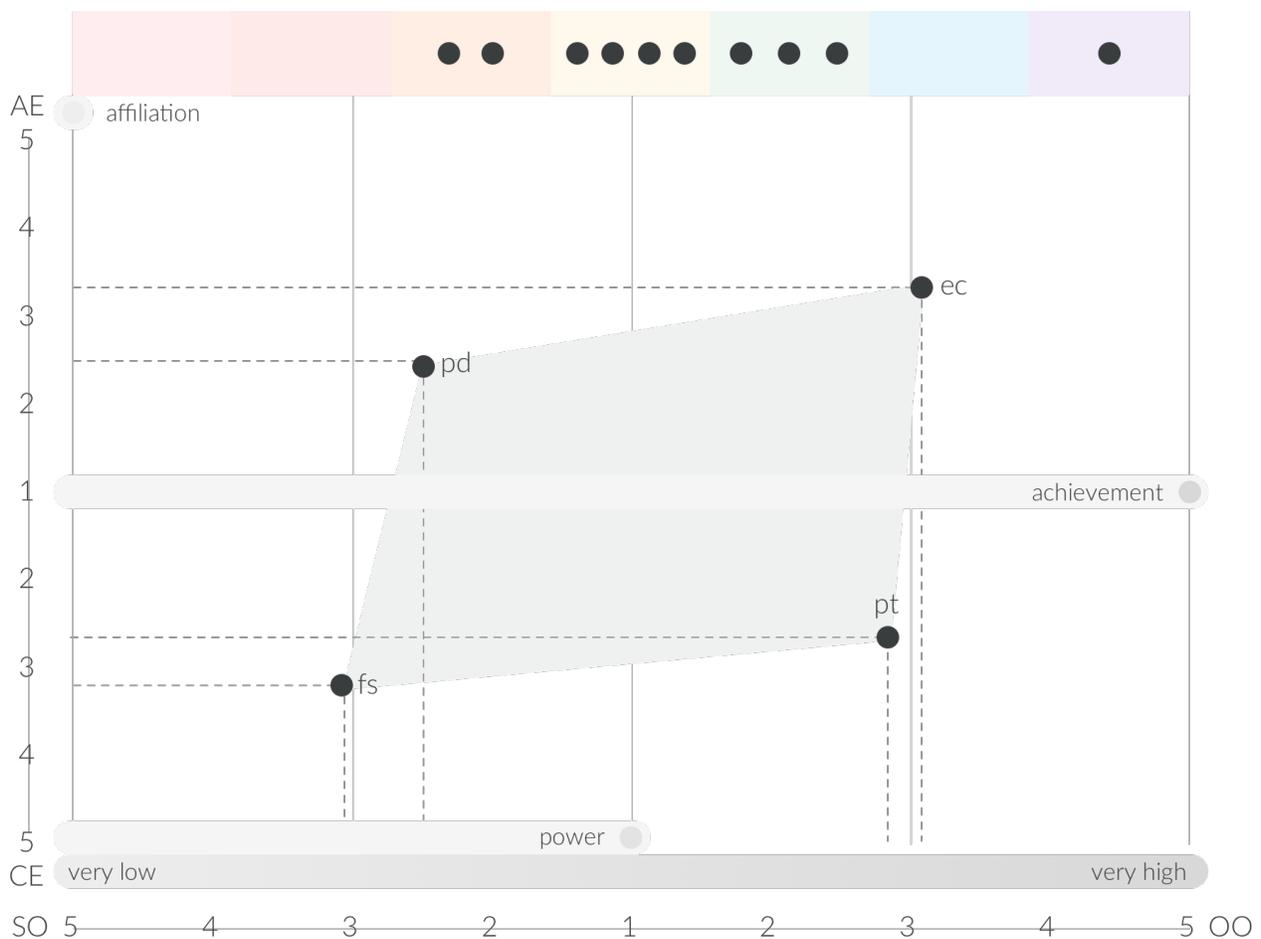


Figure 8. Participant three results.

Participant 4

This participant was assigned with the role of a 37 years old woman from a medium social class, who has a partner and two kids, has an above average income and its main characteristics are typical of the *Phlegmatic* personality. The character was described as quiet, reflective, punctual, intelligent, stoic, calculator, methodical, and analytical with high levels of autonomy and patience. (See Appendix B.4)

According to participant four, the character number four shows had a very high tendency to be motivated by affiliation, as well as a medium motivation towards achievement and a very low motivation towards power. Her values are between level three and seven where level five reports that near half of her values are classified in the Internal Cohesion category. (See appendix D.4 & E.4)

It also can be appreciated how the empathy area is covering a much bigger area compared with the first three characters which could be interpreted as a consequence or result of lower power driven motivations and higher affiliation driven motivations with a great inclination towards the other oriented empathy. (See Appendix C.4)

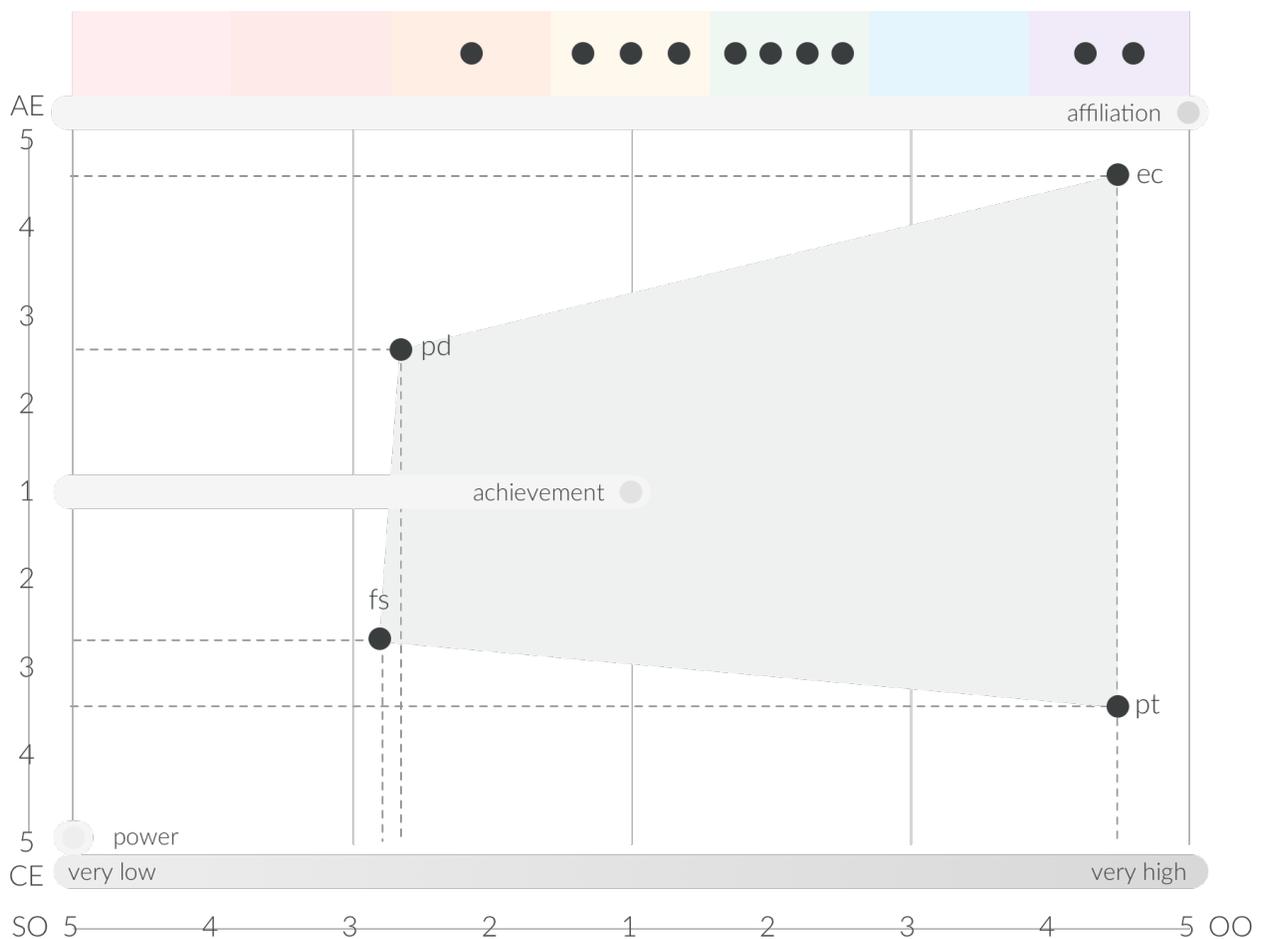


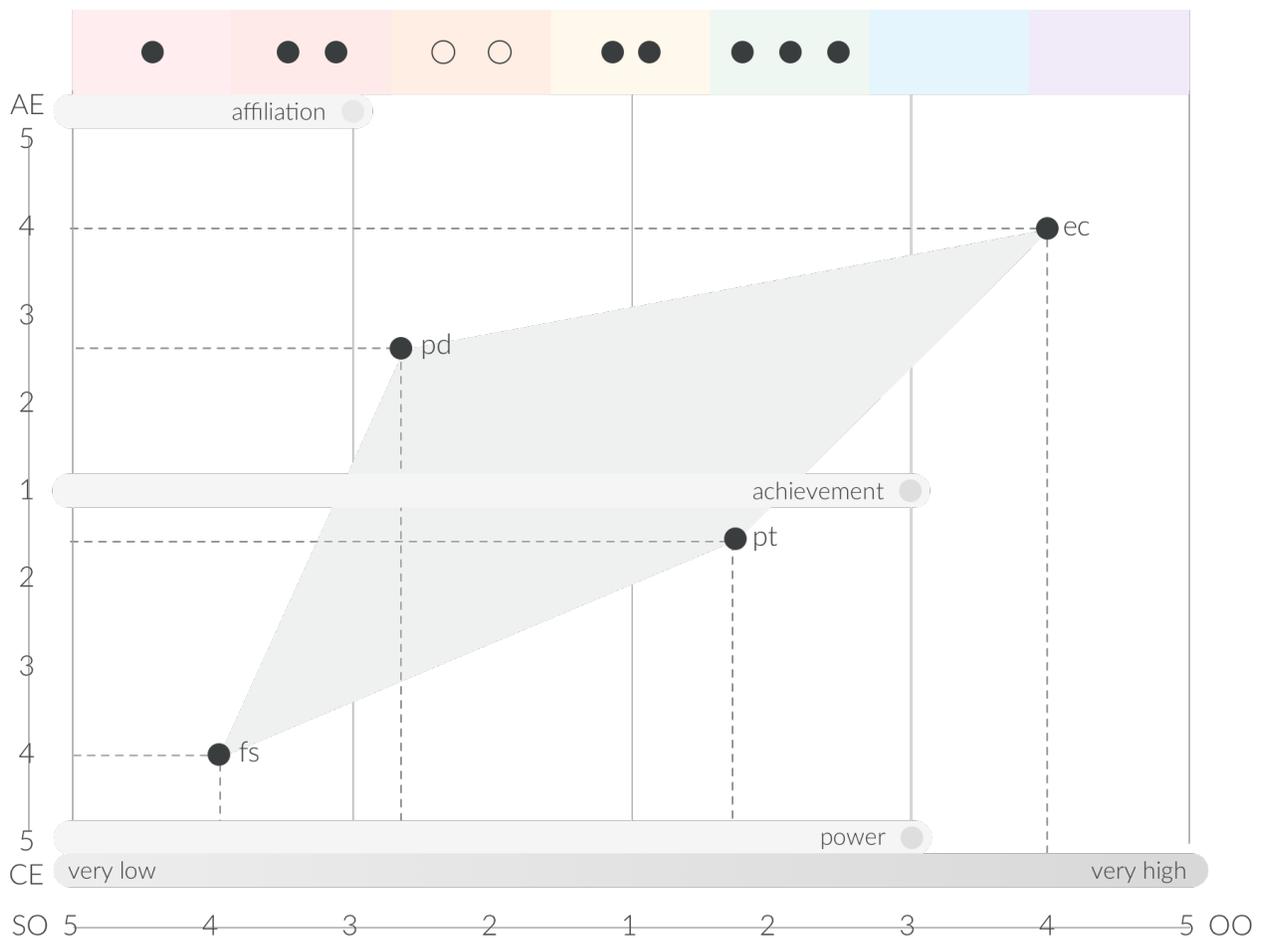
Figure 9. Participant four results.

Participant 5

This participant was assigned with the role of a 24 years old woman from a high social class, who lives with her parents, has a very low income and its main characteristics are typical of the *Nervous* personality. The character was described as extroverted, unstable, impulsive, amusing, social, sensible, emotional, intense, energetic and enthusiastic with love levels of discipline and patience. (See Appendix B.5)

According to participant five, the character number five shows had a high tendency to be motivated by achievement as well as by power, and a low motivation towards affiliation. Her values are between level one and five and seven where all the values are spread having two detracting values in level three that are personal image and reward. (See appendix D.5 & E.5)

It also can be appreciated how the empathy area is covering a medium area with the higher levels on empathic concern compared with the previous participants, in this case the evidence of the relationship between empty and motivations seems to be related to having the highest values on both, self-oriented cognitive empathy (fs) and other-oriented affective empathy (ec). (See Appendix C.5)



Participant 6

This participant was assigned with the role of a 45 years old woman from a medium social class, who is married and has kids, has a very low income and its main characteristics are typical of the *Sentimental* personality. The character was described as introvert, lonely, spiteful, sensible, undecided, romantic, entrepreneur and insecure with high levels of novelty and persistence. (See Appendix B.6)

The results of character number six show a high tendency to be motivated by affiliation a low scale towards achievement and a very low motivation by power. Although her values are spread in levels one to seven, it can be appreciated that four of them are reported to be in the Service category. Despite this being a very good sign towards empathy, values such as caution in level one and rewards in level three could act as detractors specially towards the self esteem. (See appendix D.6 & E.6)

It also can be appreciated how the empathy is covering a large area with high levels in over all, demonstrating however lower levels in the self-oriented affective empathy in this case the empathy towards others seems to be a companion for the motivation by affiliation as well as the seven level of values towards services to others. (See Appendix C.6)

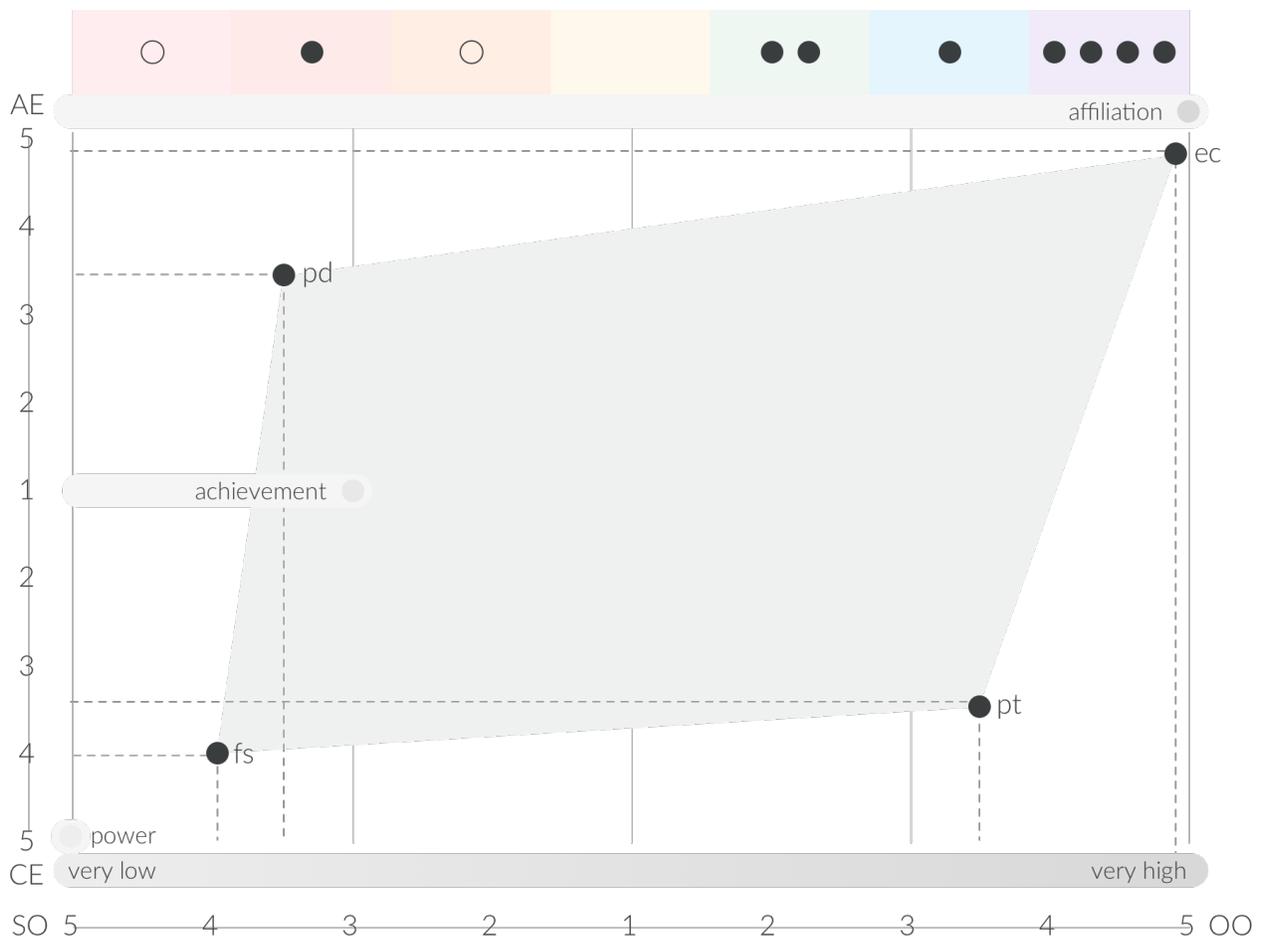


Figure 11. Participant six results.

Participant 7

This participant was assigned with the role of a 55 years old man from a high social class, who is married and has kids, has a very high income and its main characteristics are typical of the *Amorphous* personality. The character was described as outgoing, messy, half-hearted, wasteful, unpunctual, lazy, lonely and effortless with a high level of courage and low level of concern. (See Appendix B.7)

The results of character number seven show a high tendency to be motivated by power and a very low towards affiliation and achievement, with is also reflected in his low levels of empathy, these could be also related to the values in levels one and three acting as detractors of the consciousness such as power, control, personal image and reward. (See appendix C. 6, D.7 & E.6)

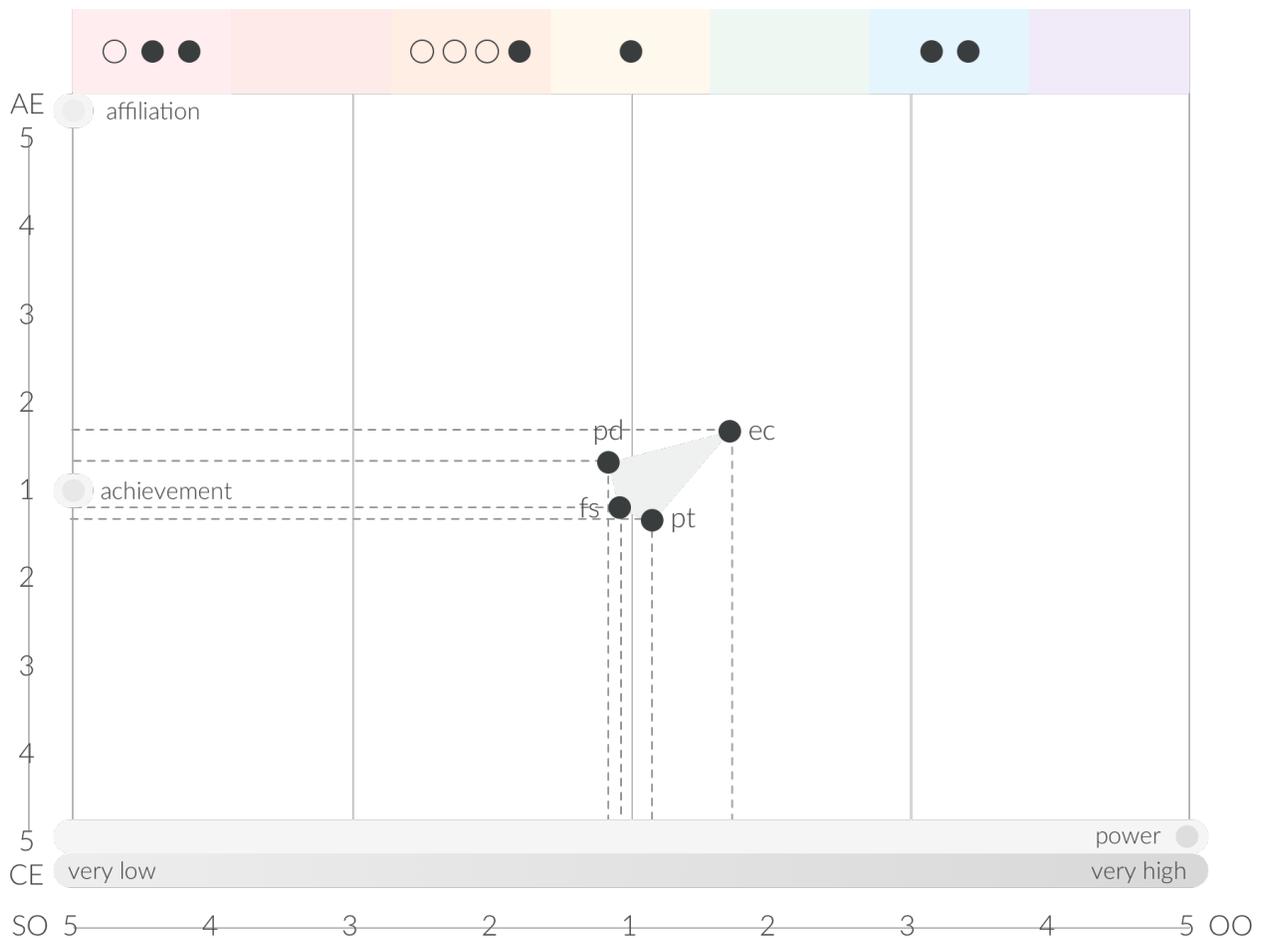


Figure 12. Participant seven results.

Participant 8

This participant was assigned with the role of a 19 years old man from a low social class, who lives with his parents and siblings, and has a very low income and its main characteristics are typical of the *Apathetic* personality. The character was described as reliable, lonely, stubborn, introvert, lazy, lonely, affective, idle and effortless with high levels of pessimism and low levels of self esteem (See Appendix B.8)

The results of character number eight show a high tendency to be motivated by affiliation and a very low motivation by power and achievement. This case shows an interesting example of how the motivations could be directly related to the empathy but not with the values and consciousness levels as he shows high levels of empathy in all the scales but especially in the self oriented values. Also, reporting to have the majority of his values in the first to categories (survival and affective or of relationship) being calculation, control and being liked his major detractors. (See appendix C.8, D.8 & E.8)

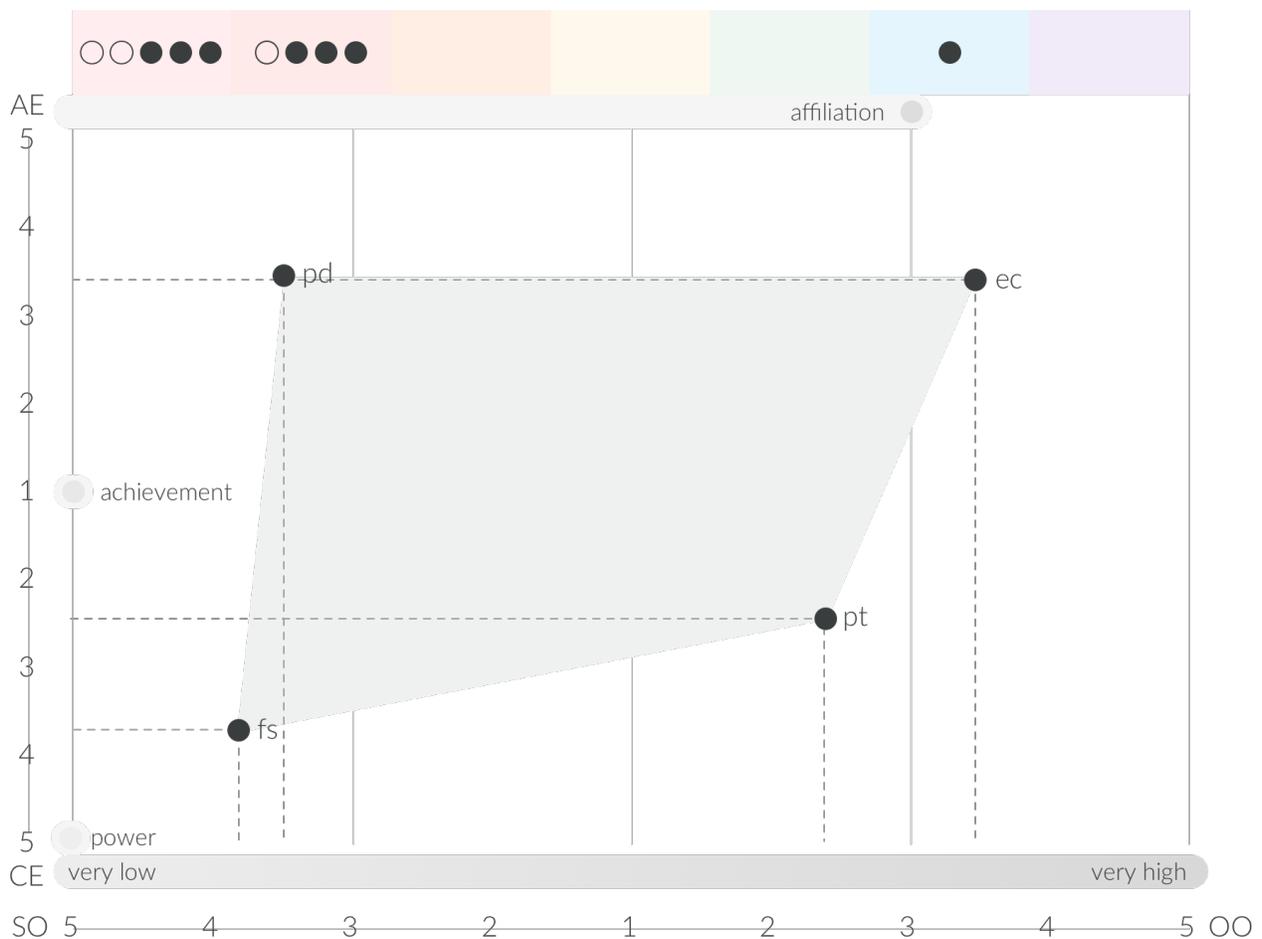


Figure 13. Participant eight results.

Finally, reaching a more quantitative approach the participants were asked to rate the experience and give their general opinion about the impact of it in their lives. Each participant was asked about his experience and the level of difficulty he had to put himself in the shoes of the role assigned to which the majority answered that it had not been very difficult because in their social or close circle they knew people with those characteristics and that by identifying his story and his description with someone real it had been much easier to think about what kind of decisions or motivations that person could have, which, however, had never experienced the fact of putting oneself in someone else's shoes in multi-pairs levels and that it was valuable to understand the needs of others and the why of their actions, understanding that they in a similar situation could act similar to their characters.

6. Conclusion

It could be said then, that although the relationship between education, poverty, wealth, empathy values and type of character is not always direct. The perception of the participants towards the more wealthy characters shows typically a lower empathy, with which it could be concluded that perhaps the corruption is not necessarily related or inversely proportional to the level of empathy but is a mixture of all the different values measured. However, in another light, values and needs could have even a closer relationship, at least in the social stratum where the population is more unfortunate. In this sense, it could conclude that in lower social stratum the motivations towards corruption are more related to shortages, few opportunities and the needs of a person. Consequently, the motivations of the higher social stratum can be driven by power and control where the values are also fundamental.

Furthermore, it has been concluded that by knowing and understanding human motivations, empathy levels and personal values is the first base to build conscious and awareness among citizens on why personal behaviour is so essential in an individual scale as well as a collective scale. Moreover, personalised tools direct to specific individuals are not just accurate for the understanding of the individual behaviour but different proposes such as exercises of empathy as the ones provided by role games.

Notwithstanding this research requires many more iterations and in-depth analyses combining different scenarios with different profiles or character so far has open new doors for the empirical research and experimentation towards the discovery of new tools, mechanisms and experiences that allow people to be more aware of their social environment where they can find the motivations to behave towards the built of trust, transparency and peace.

Although a problem as big as corruption is not going to be solved at all with this type of approximations, much less in an extended period, Out of Sight, out of mind, out of heart will keep aiming to light up the paths towards that discovery until it finds the gold at the end of the rainbow.

6.1 Future approaches:

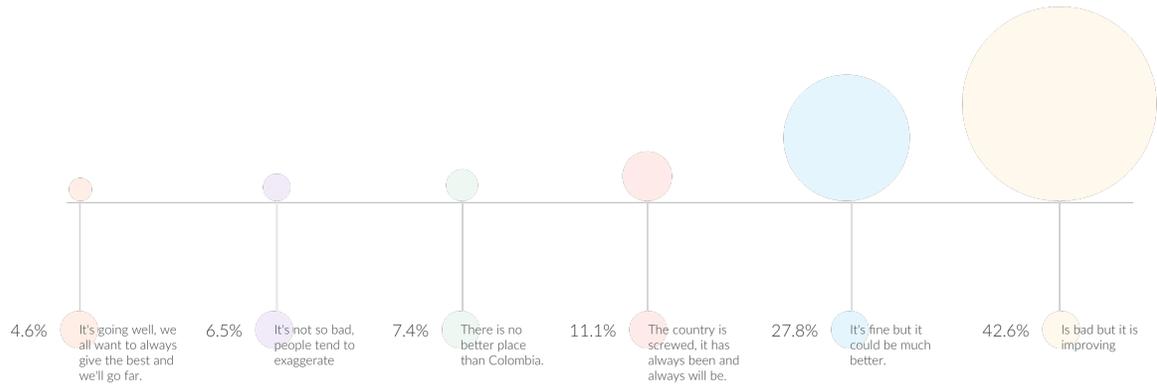
As suggested in the previous paragraph Out of Sight, out of mind, out of heart has the potential to grow into much bigger scales and to reach many people. However, in order to achieve future objectives and goals is required to build a digital platform so more people can be reached, tested and measured.

The clearest path to follow for now is to mix the values, and the character profiles form one profile to other. For instance, based on the current results, mix the profile one (Choleric) with the values that other participant choose for character type eight (Apathetic) and test again if the results are actually affected by the character type or by the values. Subsequently, the methodology could have a change by pre mix and matching different profiles with different values and assign both to the participants from the beginning, so the participants will not make the decisions based just in the profile of the character but also in the values that drive that character. This, could allow for the creation of board games and collaborative experiences and methodologies that share the same propose, to build a more altruistic, tolerant, empathic and anti-corruption society.

Appendix A. Colombia's current situation perception survey

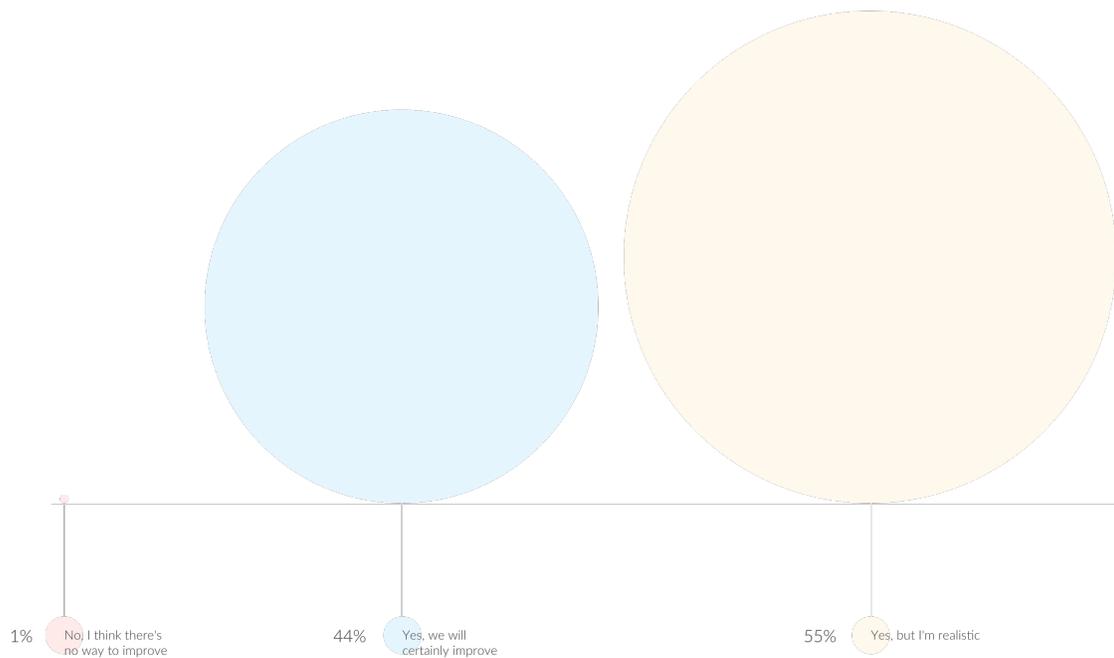
Question 1:

What do you think about the general situation in Colombia?



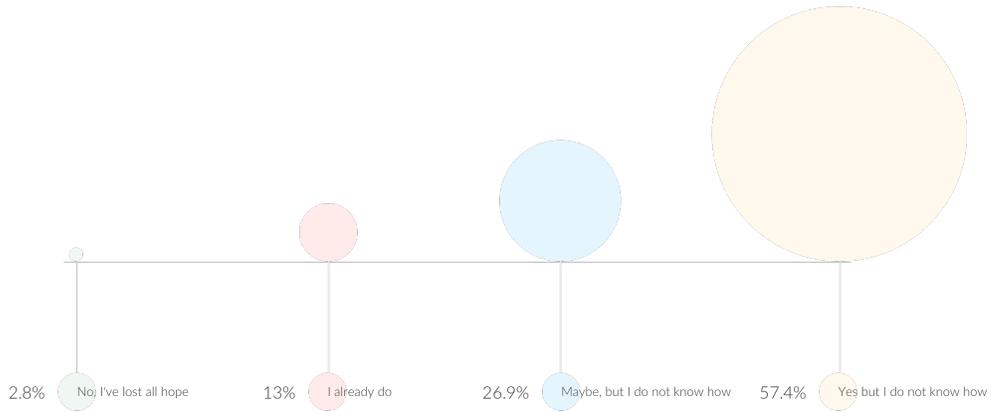
Question 2:

Do you dream of Colombia being a better country?



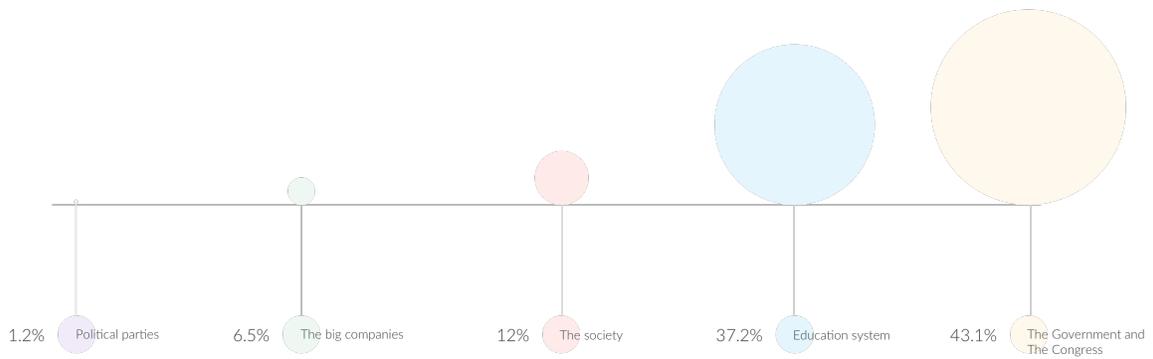
Question 3:

You will do or do something to make Colombia a better country?



Question 4:

From your perspective, Who do you think should be the main responsible for making Colombia a better country?



Appendix B. Characters profiles.

Profile 1:



Age: 22	Brave	Combative
Gender: Male	Impulsive	Extroverted
Income: 3 MLMW	Active	Innovative
Family: Single	Talkative	Intelligent
Class: Low	Individualist	Bold

Discipline:

Tolerance:

Education level:

You adapt quickly to changes, you are usually in a good mood, but you can get angry quickly, and be aggressive. You love changes and need to be active at all times. You tend to exaggerate what happens to you and tend to get carried away by your impulses being an individualist. Some people would judge you as immoral, manipulative and greedy, but you are not very worried about it.

Profile 2:



Age: 50	Creative	Vengeful
Gender: Male	Methodical	Hard-working
Income: Unknown	Active	Passionate
Family: Occasional Partner	Jealous	Efficient
	Possessive	Helpful

Discipline:

Responsibility:

Education level:

Although you like to keep moving, you are also prudent, usually you attach great importance to concepts such as honor, loyalty or objectivity. You value traditions, you face obstacles without fear and overcome them with their great capacity for work. You like to be under control of the situations you face.

Profile 3:



Age: 27
Gender: Female
Income: 5 MLMW
Family: Partner
Class: High

Curious Receptive
Optimist Calculators
Extroverted Manipulative
Good Liar Warm
Superficial Selfish

Self Confidence: ●●●●○
Responsibility: ●●●●○

Education level: ●●●●●

You are calm and brave, but you also tend to be selfish, skeptical and cynical. You love to work and are passionate about money, you have a great talent for understanding complex situations and get along easily with others. Good at abstract thinking, receptive and intuitive

Profile 4:



Age: 37
Gender: Female
Income: 9 MLMW
Family: Partner and kids
Class: Medium

Quiet Easy going
Reflexive Calculator
Methodical Stoic
Punctual Intelligent
Analytical

Autonomy: ●●●●○
Patience: ●●●●●

Education level: ●●●●○

You tend to be calm, controlled, introspective and very intelligent. Your patience lead you to be perseverant and methodical when it comes to achieving what they propose, you tend to remain impassive in the face of difficulties. You open minded, and care about your and others principles.

Profile 5:



Age: 24 Unstable Impulsive
Gender: Female Extroverted Amusing
Income: 1 MLMW Enthusiastic Social
Family: Parents Energetic Sensible
Class: High Emotional Intense

Discipline: ● ○ ○ ○ ○ **Patience:** ○ ○ ○ ○ ○ ○ ○

Education level:
● ● ● ● ○ ○

You are characterized by feeling very strongly everything that happens to you. You tend to have a lot of energy, which can be expressed in many ways. You tend to be impulsive, playful, susceptible and frivolous. Your moods change very easily, and they tend to be very fussy and to live everything they do to the fullest.

Profile 6:



Age: 45 Introvert Sensible
Gender: Female Reflexive Lonely
Income: 8 MLMW Spiteful Affectionate
Family: Husband and kids Undecided Insecure
Class: Medium Entrepreneur Romantic

Persistent: ● ● ● ● ○ **Novelty:** ● ● ● ● ● ● ●

Education Level:
● ● ● ○ ○ ○

You are usually an observer, subjective, retrospective and obsessive. You find it hard to accept the changes, you are idealistic and romantic. You put an interest in the tasks you do and you make an effort to do them well. Sometimes, You do not trust your abilities and you act slowly.

Profile 7:



Age: 55 Outgoing Lazy
Gender: Male Messy Lonely
Income: >10 MLMW Half-hearted Clumsy
Family: Wife and sons Wasteful Idle
Class: High Unpunctual Effortless

Courage: ● ● ● ● ● **Concerned:** ● ○ ○ ○ ○

Education Level:
● ● ● ● ●

You live in the immediate present and do not usually reflect on the consequences of your actions, you normally only attend to your needs to give you satisfaction with the least effort. You easily adapt to the any conditions of the environment

Profile 8:



Age: 19 Reliable Lazy
Gender: Male Stubborn Lonely
Income: 1 MLMW Introvert Affective
Family: Parents and siblings Routine Idle
Class: Low Unpunctual Effortless

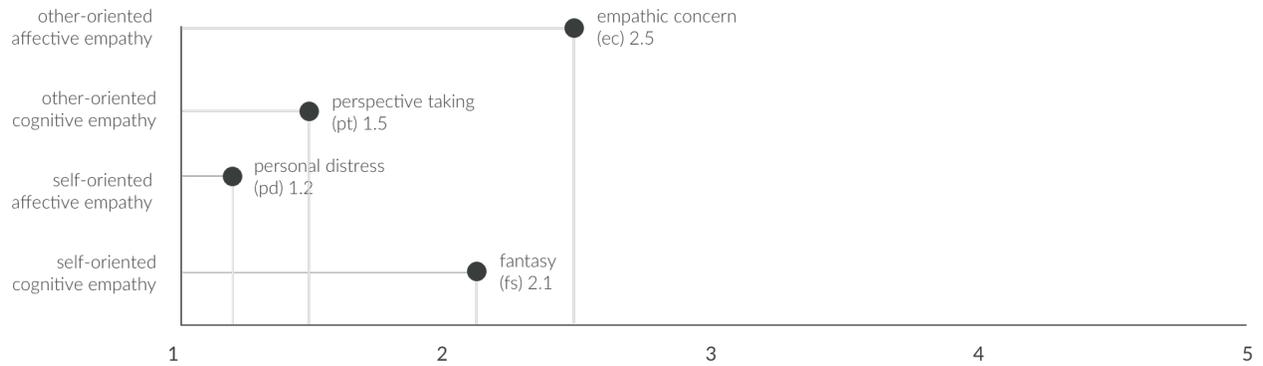
Pessimistic: ● ● ● ● ● **Self esteem:** ● ● ○ ○ ○

Education Level:
● ● ○ ○ ○

You think you are inadequate or useless, you attribute your unpleasant experiences and your future failures as a defect that you consider stigmatic. You consider that the world lives raising demands that exceed your potential and putting obstacles that interfere in the achievement of your goals.

Appendix C. Empathy levels result by user

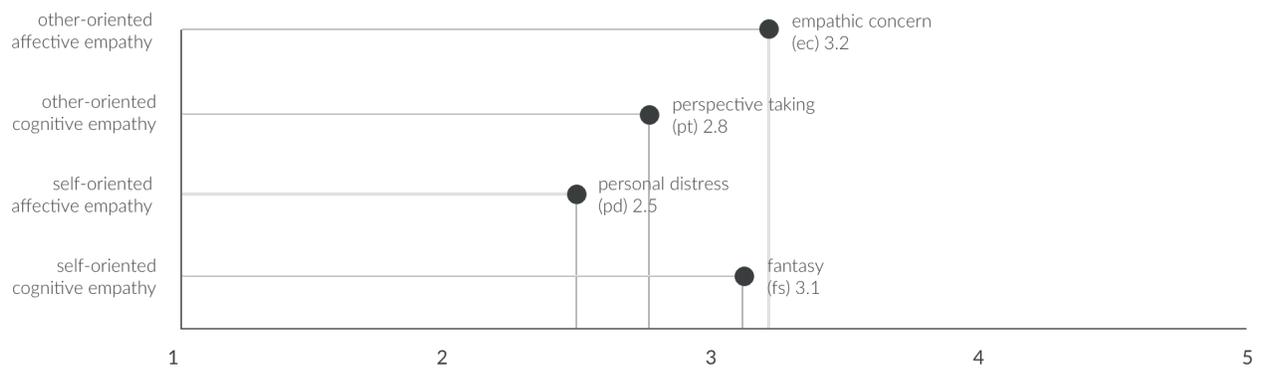
Participant 1:



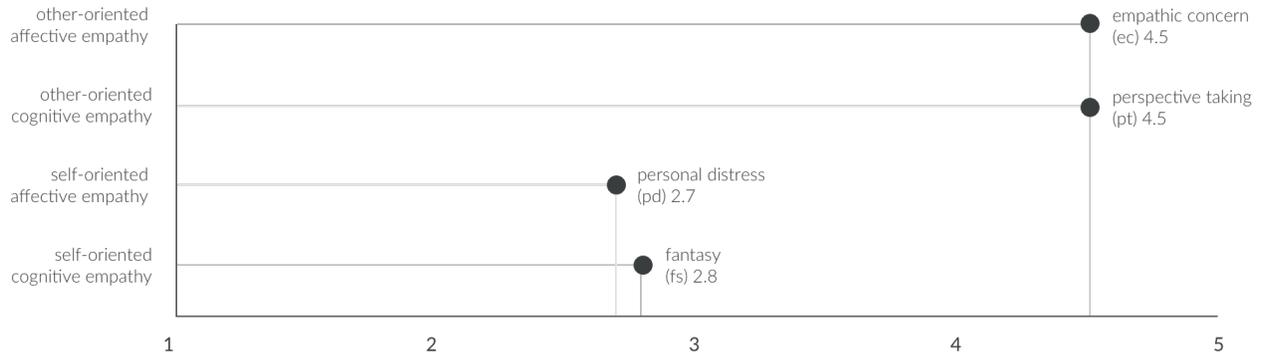
Participant 2:



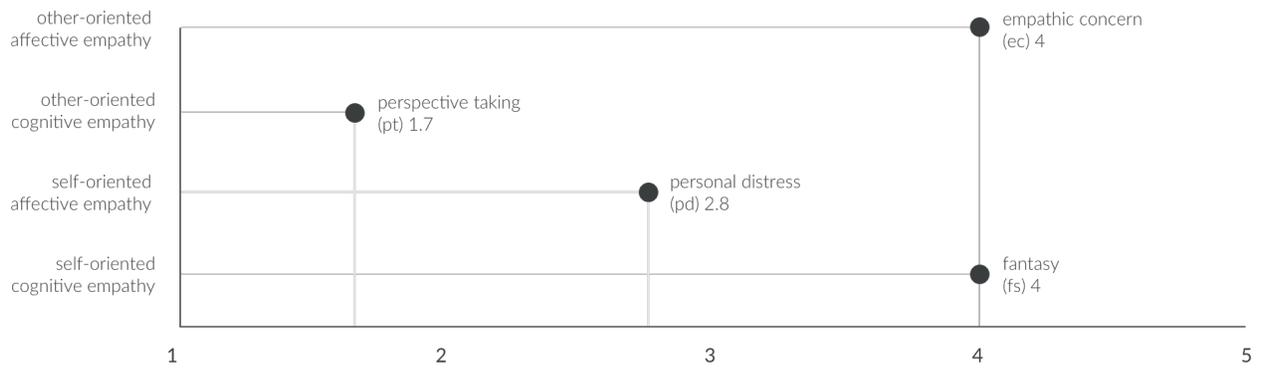
Participant 3:



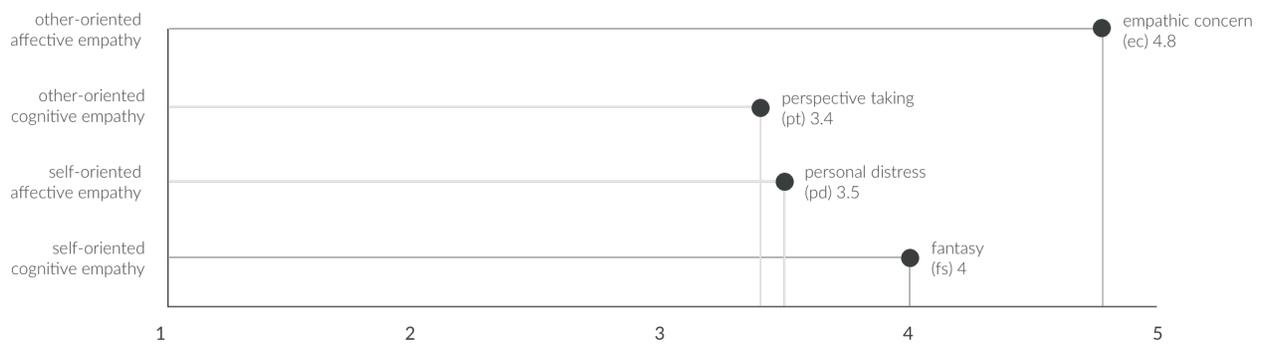
Participant 4:



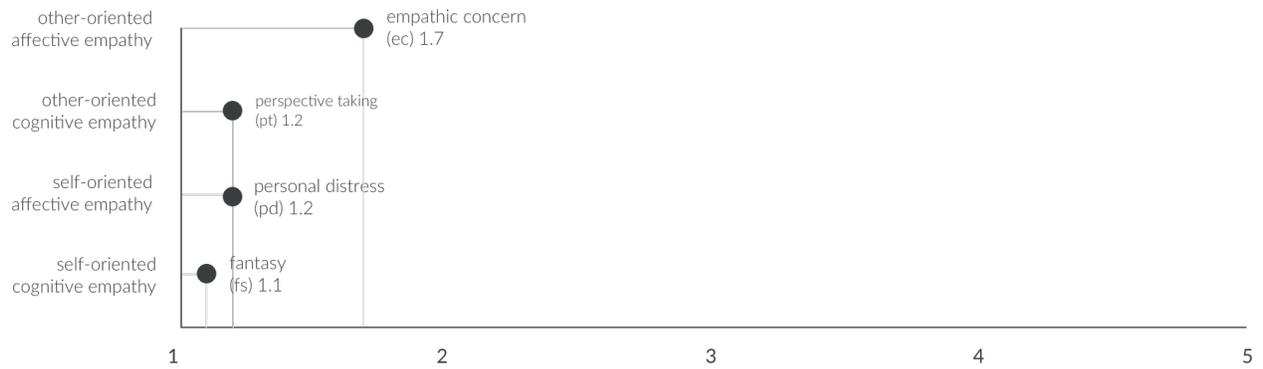
Participant 5:



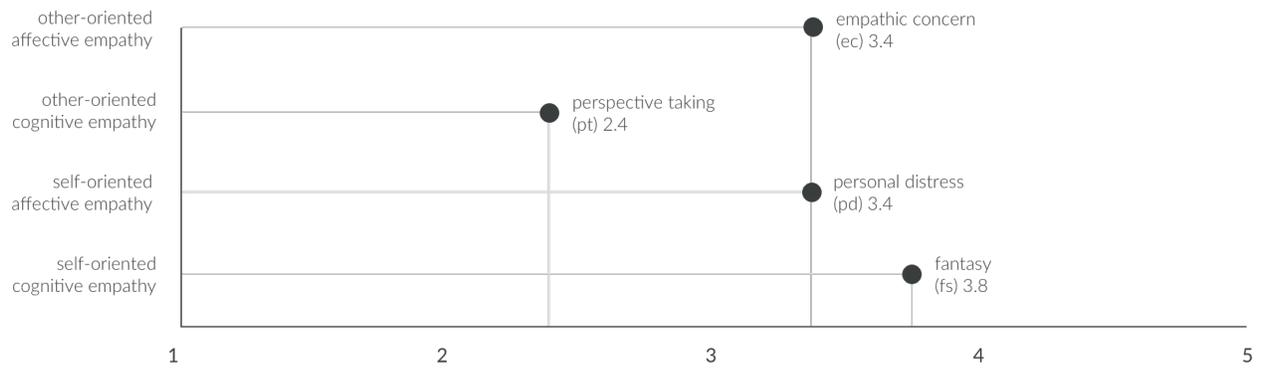
Participant 6:



Participant 7:

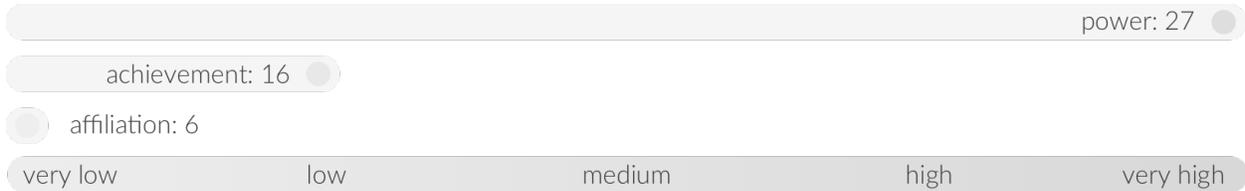


Participant 8:

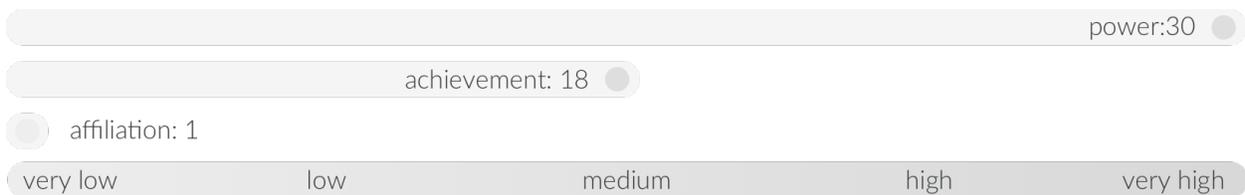


Appendix D: Motivations by participants

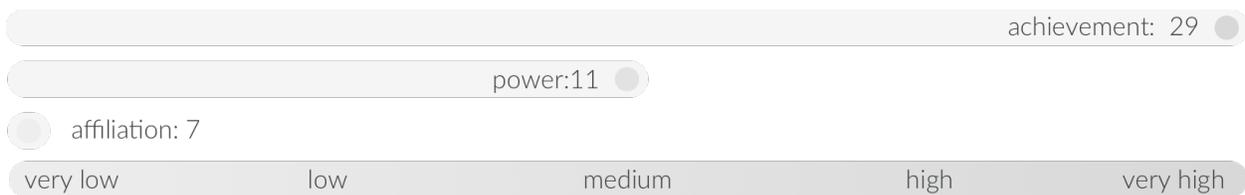
Participant 1:



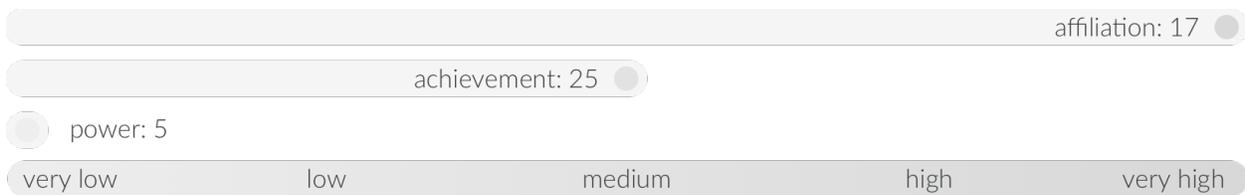
Participant 2:



Participant 3:



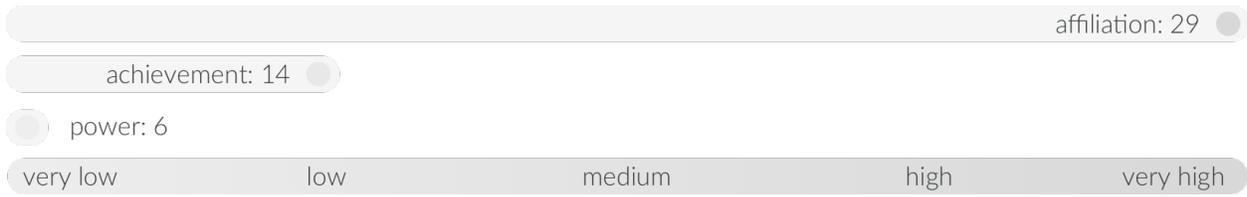
Participant 4:



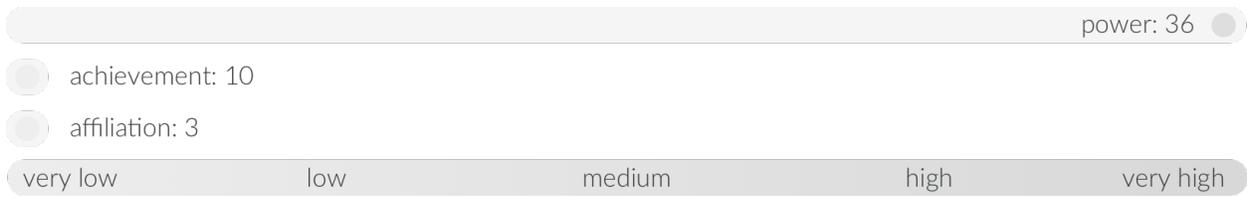
Participant 5:



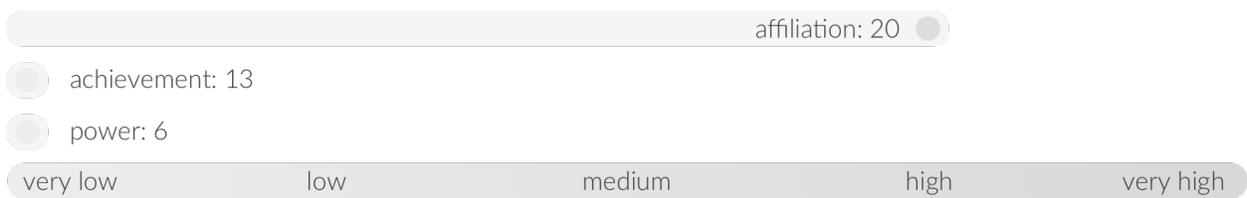
Participant 6:



Participant 7:



Participant 8:



Appendix E: Profile values

Participant 1:



Participant 2:



Participant 3:



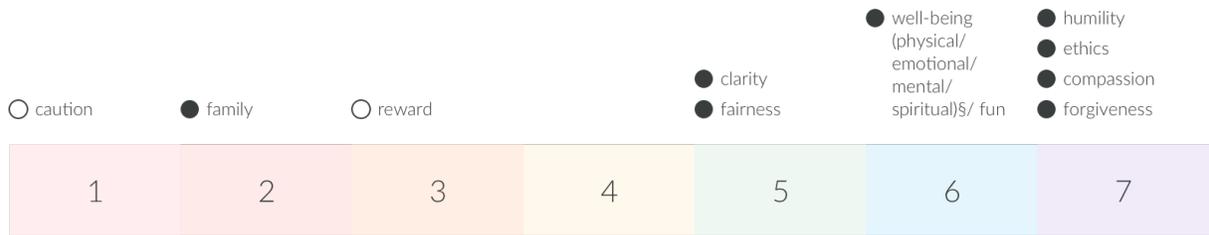
Participant 4:



Participant 5:



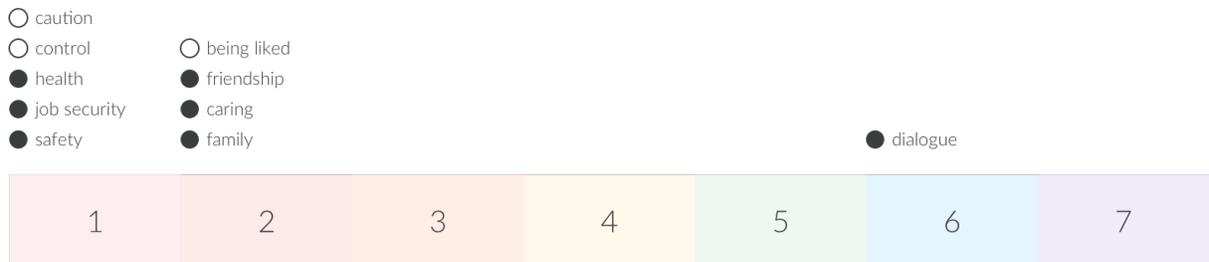
Participant 6:



Participant 7:



Participant 8:



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