Values, or things we think are worthwhile to pursue in life, are inherently social. Even individualist values, such as individualism and liberalism, emerge and are fostered by the presence of others who affirm our values. Whether others are sharing or challenging our values, or simply being a part of our dynamic lives, their presence establishes the reasons for our values. Others may be our competitors in pursuing certain values, emphasizing their significance. They may become the audience to whom we attempt to demonstrate our values. They may become our examples when we try to illustrate or argue our values. They may also become the backward or erroneous others we attempted to instill with our values, such as Indigenous peoples who become the target of proselytization. In the end, others are unavoidable and inseparable from the realization of values.

On the other hand, values are central to the dynamics of our social lives. Our interactions with others are governed by values. We use certain values to subjugate others, implying that they are inferior to us as human beings and require our guidance. We occasionally subscribe to certain values in order to distinguish ourselves from others or to connect with them. There are numerous ways in which values are related to others and vice versa, and we believe that this is an intriguing subject to investigate from an anthropological standpoint. Ethnographic materials and theorizing should provide us with valuable insights into how values and others correspond, which can be both expected and unexpected, reflecting universal as well as specific human experiences.

Submissions for this volume, whether case studies, comparative studies, or theoretical papers, may address the following questions:

- How do values manifest in the presence of others, whether as affirming, challenging, or influential factors in shaping these values within specific cultural contexts?
- In what ways do individuals navigate and negotiate their values in relation to others, including competitors, audiences, examples, and those perceived as needing guidance, within distinct social and cultural settings?
- How do specific cultural and social dynamics influence the interplay between values and the presence of others, and how do these dynamics contribute to the perpetuation or transformation of these values?
- Can ethnographic studies provide insights into the universal or culturally specific experiences of how individuals’ values are shaped, affirmed, or challenged by interactions with others in diverse societal contexts?
- How are values used to establish hierarchies or distinctions between individuals or groups, and how does this contribute to the construction and negotiation of social identities in different cultural settings?
- In what ways do individuals and communities navigate the tensions and conflicts that arise when their values intersect with those of others, including those perceived as backward or erroneous, and how does this impact social cohesion and cultural exchange?
- How might theoretical reflections on the relationship between values and the presence of others contribute to our understanding of the complexities inherent in value systems and sociocultural interactions?
- Is the Other always outside the social group, or can the Other emerge from within it, challenging the values that constitute the group as its internal contradiction?
General guidelines

Length of submission 5,000 -8,000 words (incl. references). More information you can find on the journal's homepage:
https://scholarhub.ui.ac.id/jai/styleguide.html

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Deadline: 15 July 2024

Submissions are possible in Indonesian as well as in English. For non-native English speakers, please ensure that the submitted manuscript has been proofread by a professional proofreader.