

How will values change in Finland from  
1991 to 2025 or to year X?

Martti Puohiniemi

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# The origin of my timeseries

- In 1991-2015, I collected data of the values and behavior of Finns for three purposes.
  - First, for my dissertation (Puohiniemi 1995)
  - Second, for my consulting company (1999-2005), and
  - Third, for academic research (Rajalin, Pöysti & Puohiniemi, 2008; Puohiniemi & Helkama, 2018; Puohiniemi & Verkasalo, 2020; Puohiniemi 2024).
- Five comparable national samples (N=7095) were collected in 1991, 1999, 2001, 2005 and 2015.
- In all data sets values were measured with the Schwartz's Values Survey (SVS).
- For the analyses, data was weighted to correspond to the census data for the same year.
- Seven companies participated in the survey by funding the research, in exchange for which they could ask questions related to their own products or services in the survey.
- The seven companies were: KEVA (pension provider), The Finnish Red Cross, Sinebrychoff (brewery), Veho (car importer and retailer), Liikenneturva (Finnish road safety council), Sanoma Media Finland (media), and YLE (Media).
- The timeseries was supplemented with data collected in value studies commissioned by, for example, the Prime Minister's Office and Statistics Finland. Finally, my company Limor Oy supported the survey in times when no one else did.
- Now the material, excluding a few trade secrets, has been archived in the Finnish Social Sciences Data Archive (FSD) by name **Finnish Values and Everyday Life** for the use of researchers, teachers and students.

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# The idea of my timeseries: To study all kinds of everyday life phenomena in relation to basic human values.

- Advertising
- Attitudes toward modern life
- Companies, attitudes toward
- Consumer portraits
- Digital-tv, launch of
- Drinking beer
- Economy
- Environment issues
- Equality
- Family
- Food habits
- Food products
- Friends
- Healthy living
- Helping behavior
- Hobbies, leisure time
- Innovations, diffusion of (Rogers)
- Interest in different product fields
- Interests in general
- Internationality
- Joys and fears
- Media use
- Money, ownership
- Moral problems (Shweder)
- Motoring
- Music and literature tastes
- Politics
- Proenvironmental activity
- Religiosity
- Shopping
- Societal change and concerns
- Subjective age
- Technology, examples of
- Technology, in general
- Technology, diffusion of (Rogers)
- Traffic and traffic security
- Travelling
- Values, Schwartz's Value Survey SVS
- War
- Work motivation and good employer
- Etc.

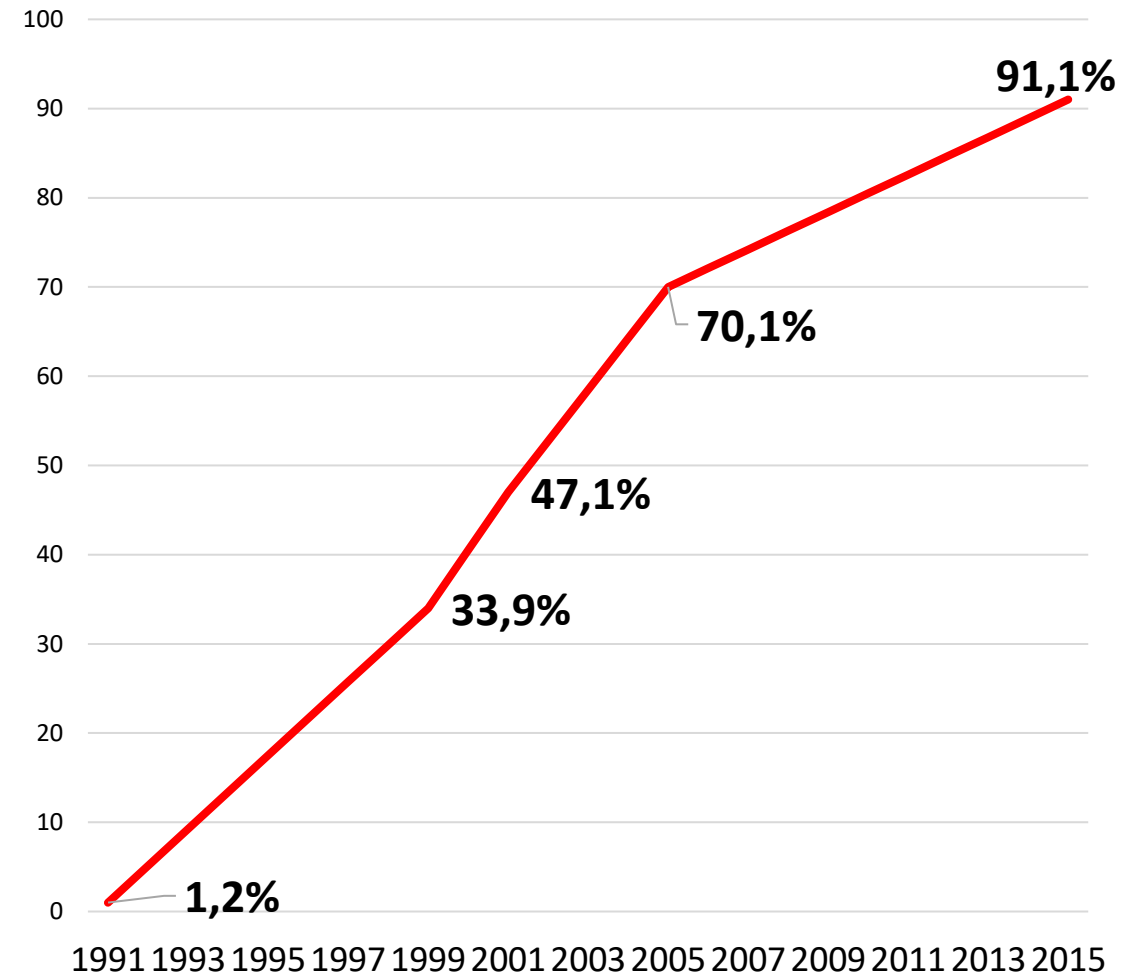
All topics/scales are not included in each sample.

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# What would be the next rising trend. In 1991-2015 it was digitalization.

- In the spring of 1991 the inclusion of mobile phones, computers and IT-networks in the survey was a funny joke for many.
- However, nobody laughed once individual level digitalization started to increase, and change rapidly the everyday life among Finns aged 15-75.



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Aila

Aineistot Haku Ohjeet

In English

Hei vieras!

Kirjaudu Rekisteröidy

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## Suomalaisten arvot ja arkielämä

Sarja Aineistot

### Sarjaan kuuluvat aineistot

Yhteensä 3 aineistokuvailua.

Saatavuus: B

Tyyppi: Kvantitatiivinen

Navigation: 1 | 1

Näytä yhdellä sivulla 50 aineistoa.

FSDID	Aineiston nimi	Julkaistu
<a href="#">FSD3746</a>	<a href="#">Suomalaisten arvot ja arkielämä 2001</a>	2024-05-16
<a href="#">FSD3748</a>	<a href="#">Suomalaisten arvot ja arkielämä 2005</a>	2024-05-16
<a href="#">FSD3749</a>	<a href="#">Suomalaisten arvot ja arkielämä 2015</a>	2023-05-10

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Suora linkki tähän välilehteen:

<https://services.fsd.tuni.fi/catalogue/series/92?tab=studies&lang=fi>

For more information,  
visit the archive of FSD.

What will be discovered,  
if you continue the timeseries

It's completely up to you and your team!

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For more information, read the 2024 edition of my book (in Finnish) or visit my home page [www.puohiniemi.fi](http://www.puohiniemi.fi)  
See also Puohiniemi, M., & Verkasalo, M. (2020). Zeitgeist effects, fragmentation of media use, and value consensus. *Journal of Social and Political Psychology*, Vol. 8(1), 300–332.