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How everyday life changes values in
the context of globalization?

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DIVISIONS
DIVISIONS

VISUAL AND OTHER APPROACHES TO CURRENT SOCIAL PSYCHOLOGY

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Introduction

- The presentation is based on my recent book* in which I study changes in values
 - in relation to digitalization, environmental problems and the fragmentation of media use.

Values are linked also to economic cycles, demographic change and rising populism.

- The generation-long (1981-2015) time series is based on Schwartz's (1992) value theory, and is the most comprehensive in terms of both length and topics.
- In the following I will concentrate in the **divisions** between social groups and **visualization** of the findings.

* Puohiniemi, M. (2022).

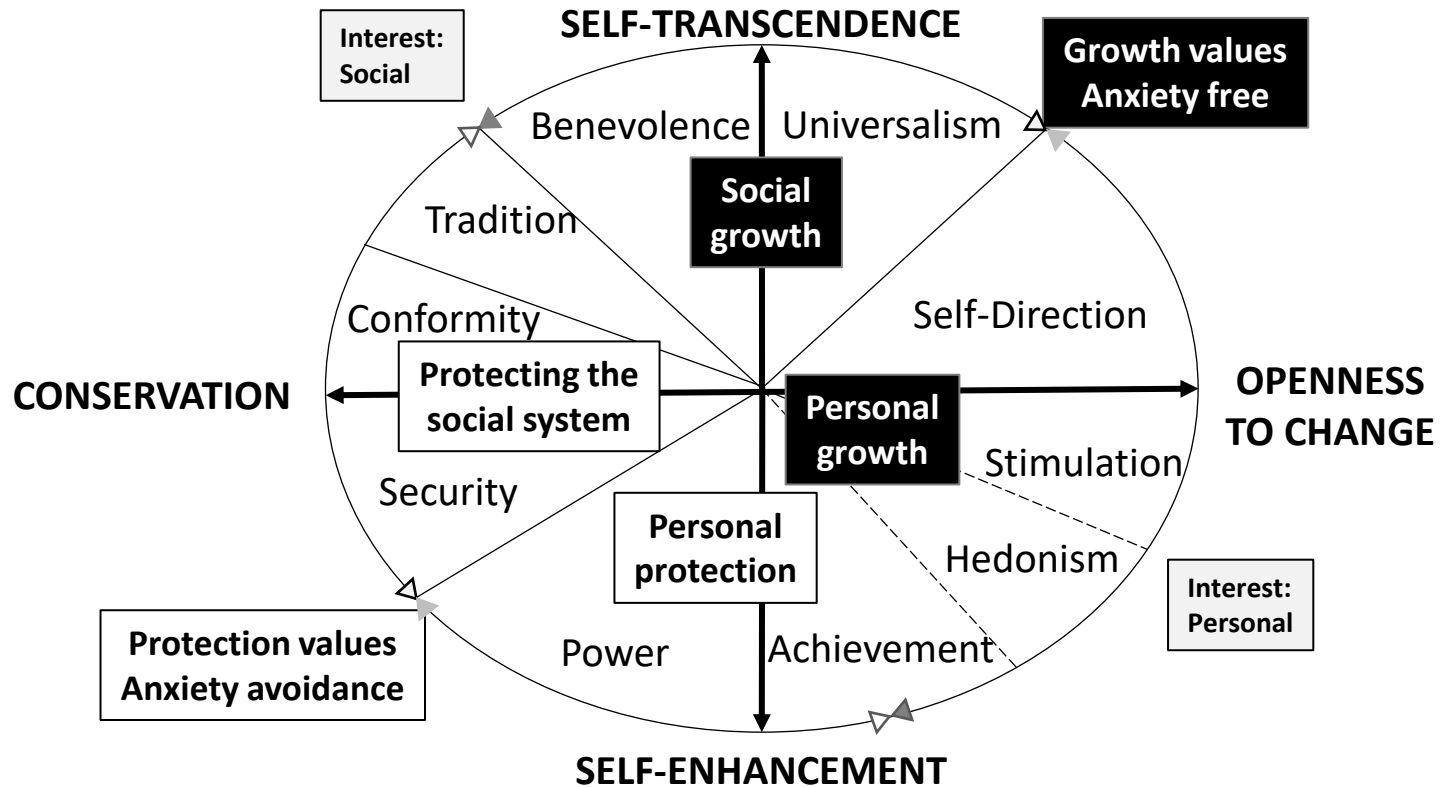
A few global trends

- Technology has become more personal and binding
 - Individual level digitalization: 1 % → 91 % (in 1991-2015)
- Economy dominates the society in a new way
- Environment issues have become societal
 - Recycling increased 1093 % (in 1997-2015)
- Media use is fragmenting
- Political populism is increasing
- Finns are ageing fast and the level of education is increasing

Two of the trends are value expressive*.

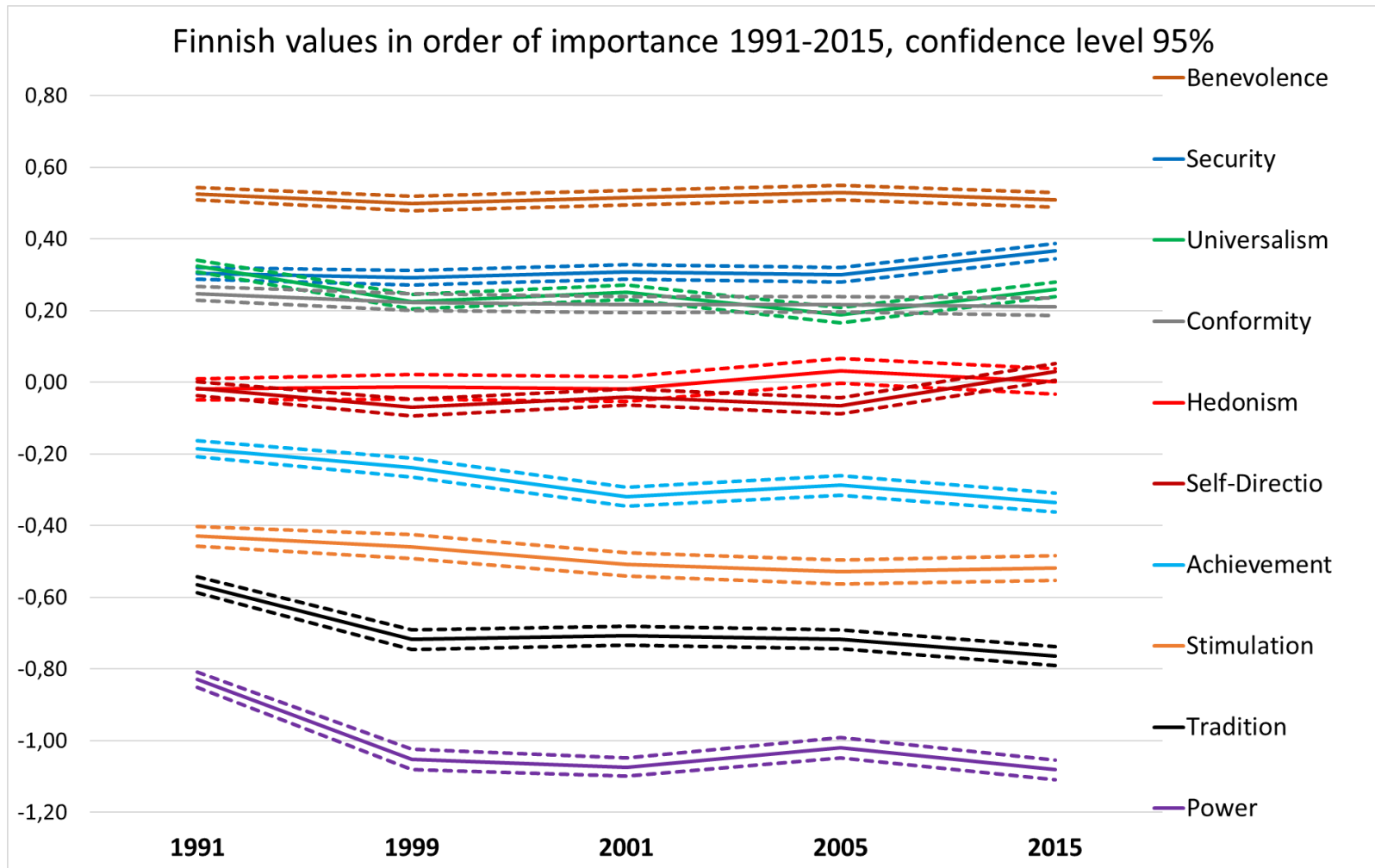
*See See Schwartz & Butenko, 2014.

Schwartz's (1992; 2012) theory of values

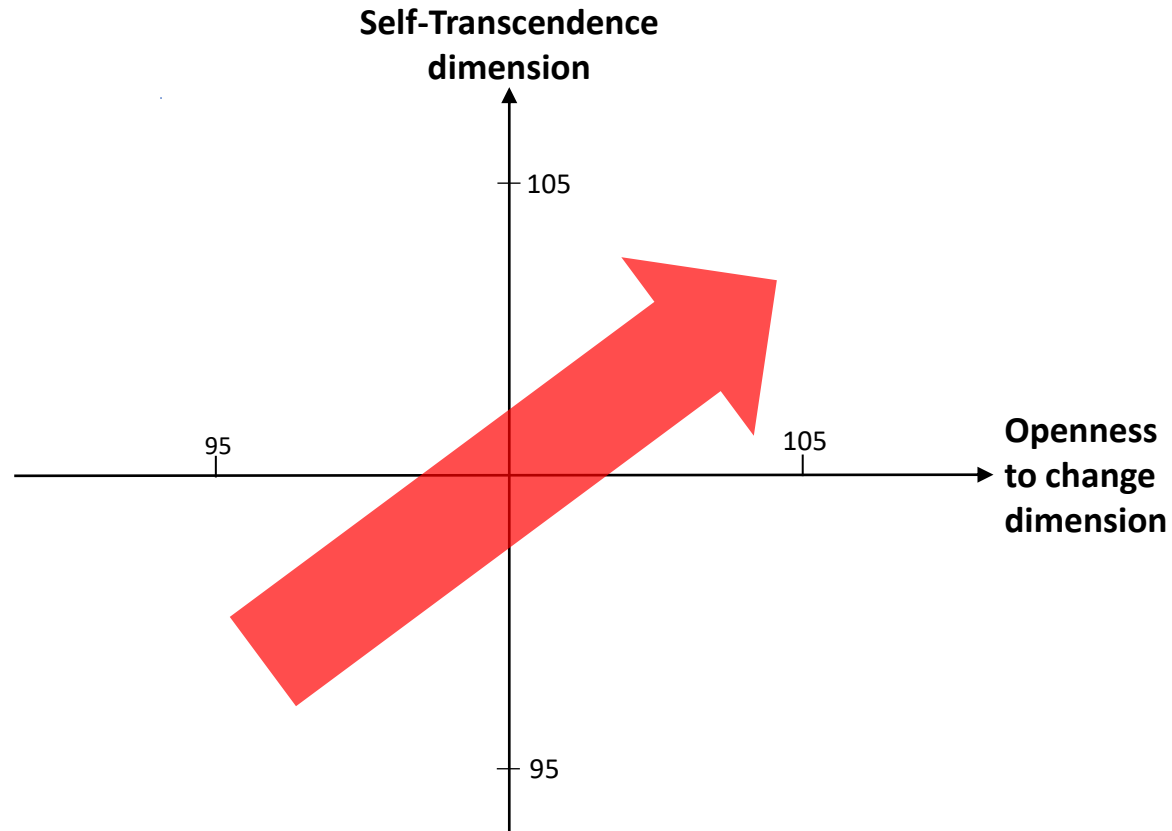


Values are either compatible or in conflict with each other (Schwartz 1992).

But how do the 10 values change over time?



Hypothesis: Overall change in values is heading toward north-east*

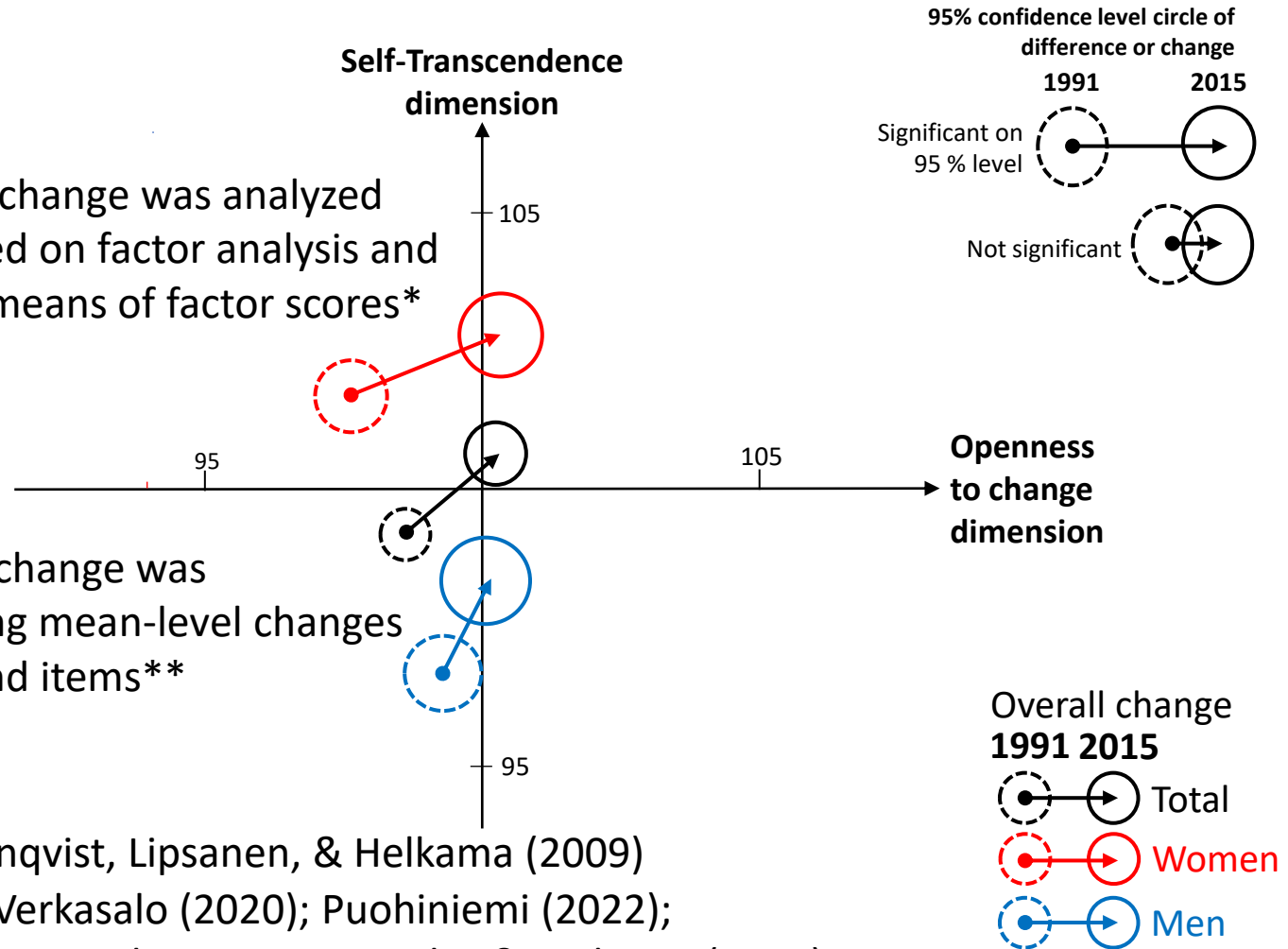


*Due to the impact of economic welfare on values (Inglehart, 1997; Inglehart & Welzel, 2005; Schwartz ym., 2012; Schwartz, Sagiv, & Boehnke 2000; Schwartz & Sagie, 2000; Allen ym., 2007).

“Toward north-east” is the direction of change in Finland, also

On macro level the change was analyzed with a method based on factor analysis and comparison of the means of factor scores*

On micro level the change was analyzed by studying mean-level changes in the ten values and items**

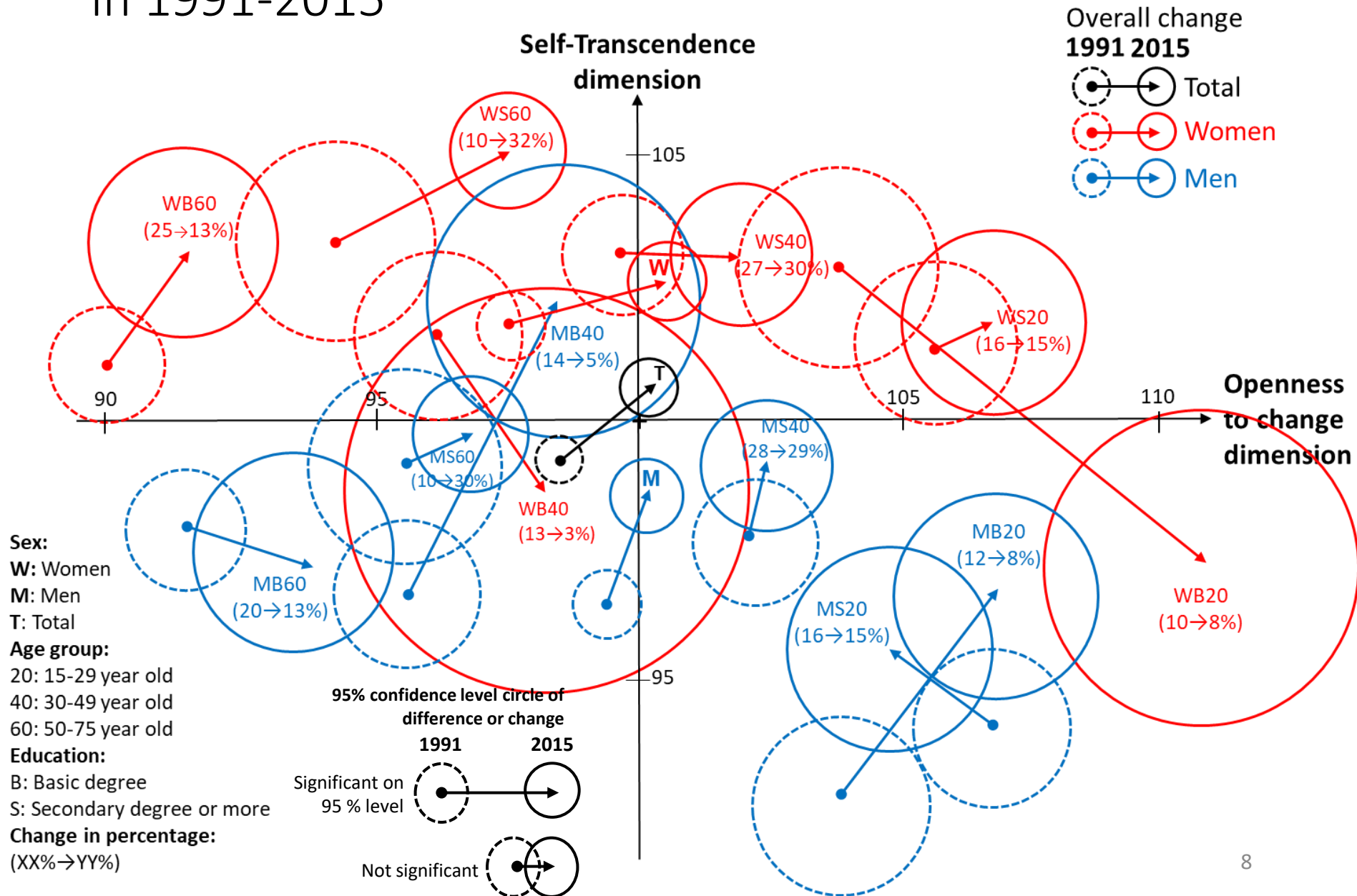


*Verkasalo, Lönnqvist, Lipsanen, & Helkama (2009)

**Puohiniemi & Verkasalo (2020); Puohiniemi (2022);

For the difference, see also Harris, Loundes & Webster, (2002); Katona, G. (1979).

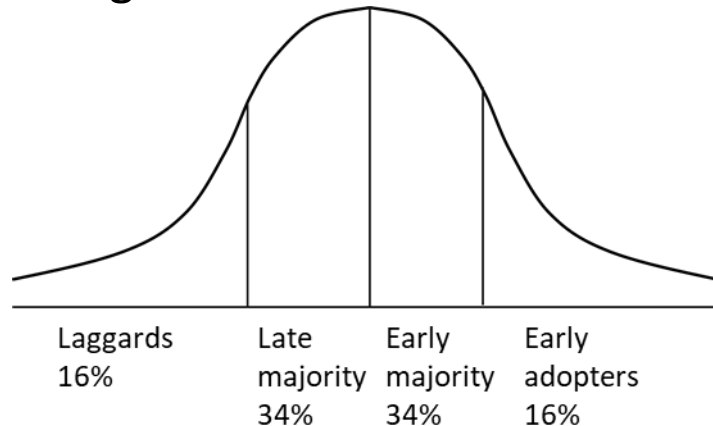
Change in Finnish values by sex, age and education in 1991-2015



Technological innovativeness and proenvironmental activity

Technological innovativeness

- What matters is how early respondents adopt (buy or use) the innovation in relation to others (Rogers 2003).
- Measured with adopter categorization.



Proenvironmental activity

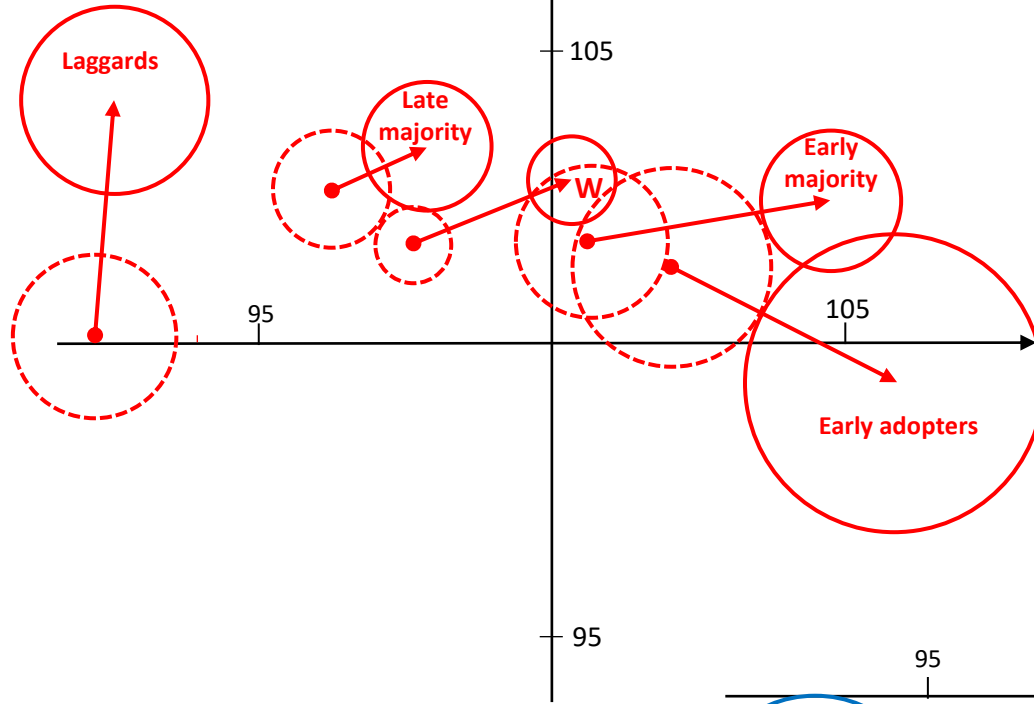
- What matters is the versatility of proenvironmental activity i.e. the amount of different activities the respondents carry out regularly (Puohiniemi 1995; 2022).
- Measured with quartile scales:
 - 1st quartile: Least versatile
 - 2nd quartile
 - 3rd quartile
 - 4th quartile: Most versatile

Due to rapid societal change 1991→ (digitalization; new environment law) both scales were updated for each measure.

Technological innovativeness on value map by sex

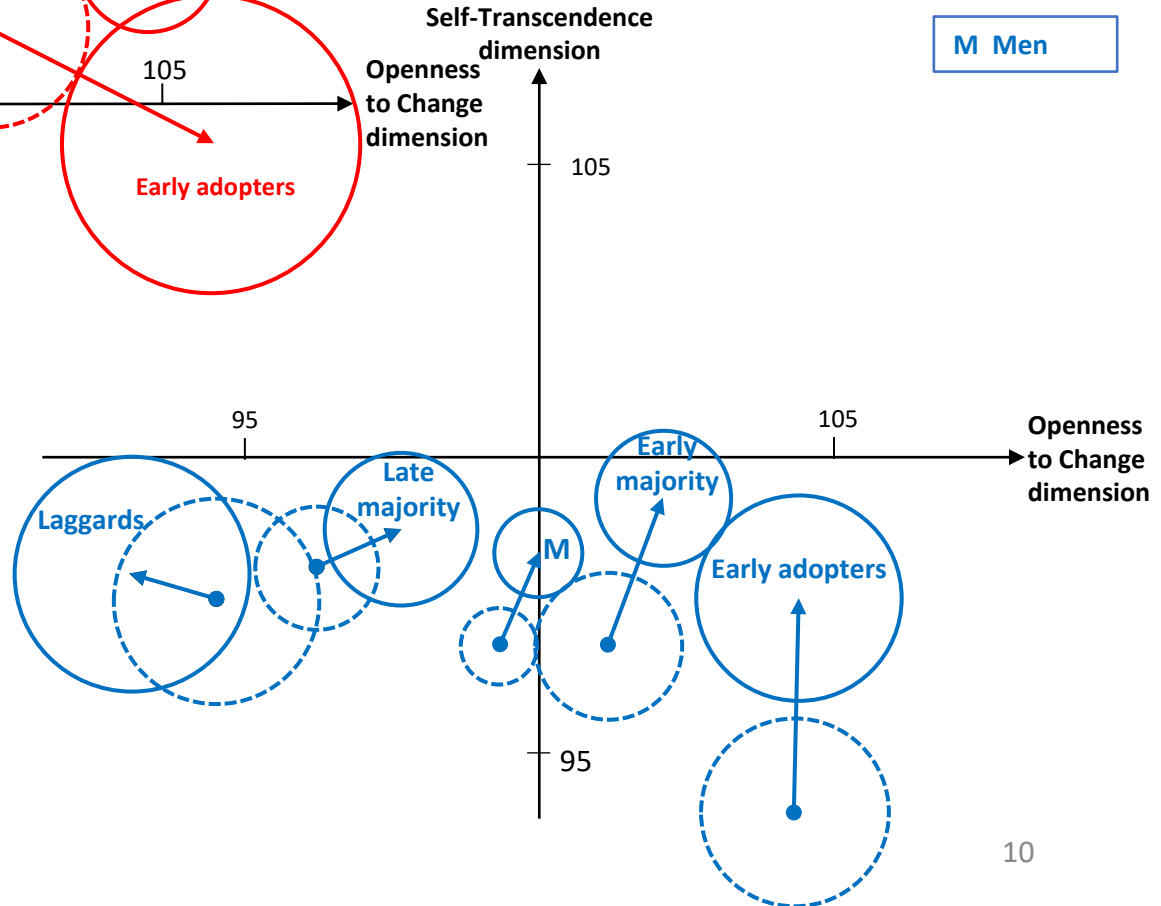
W Women

Self-Transcendence dimension



M Men

Self-Transcendence dimension



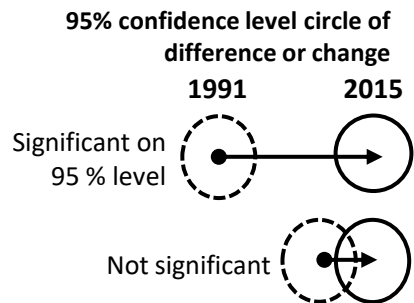
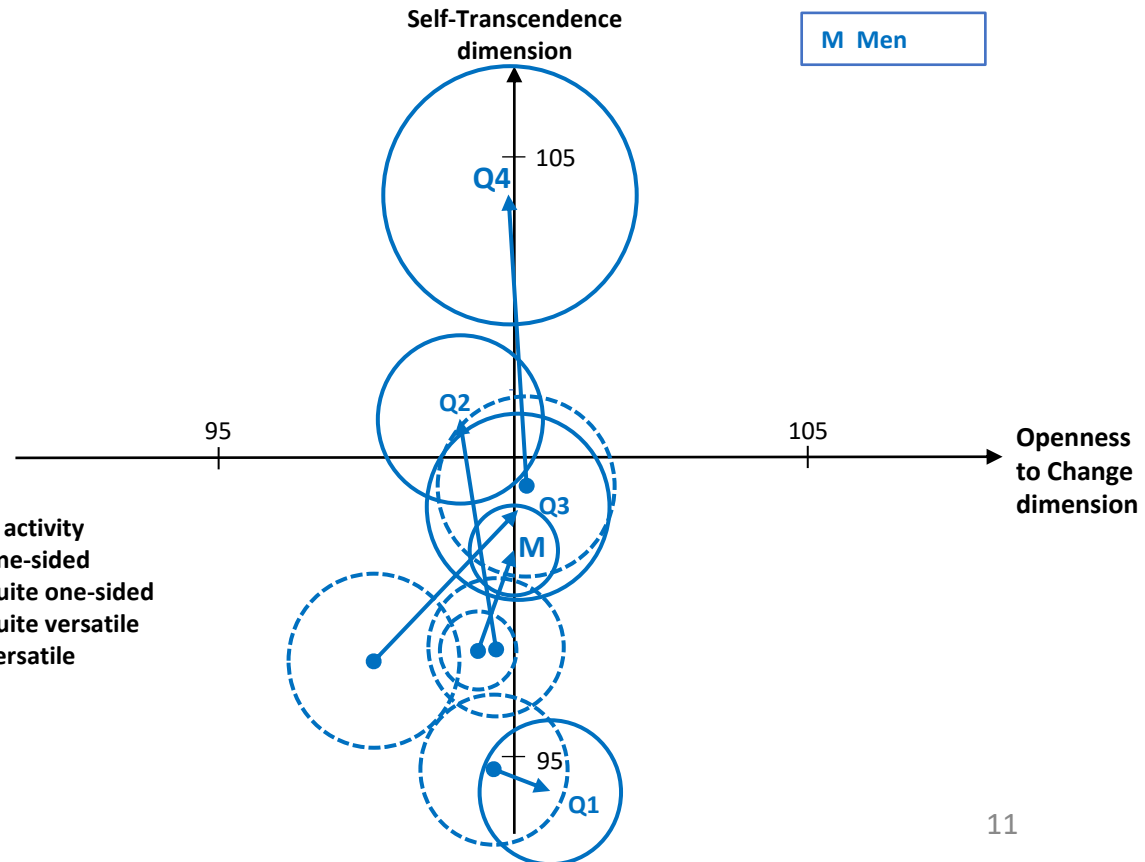
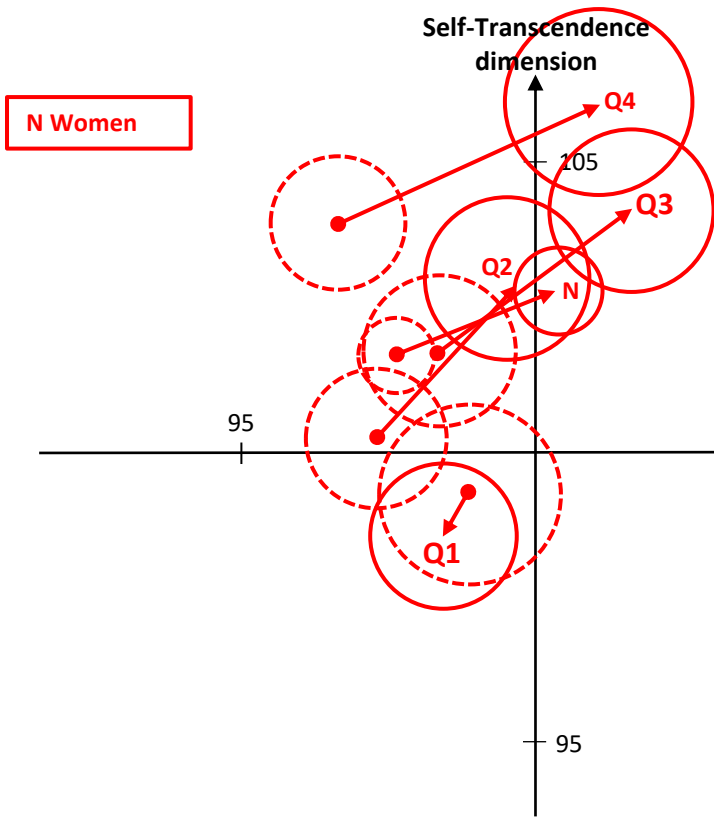
95% confidence level circle of difference or change

1991 2015

Significant on 95 % level

Not significant

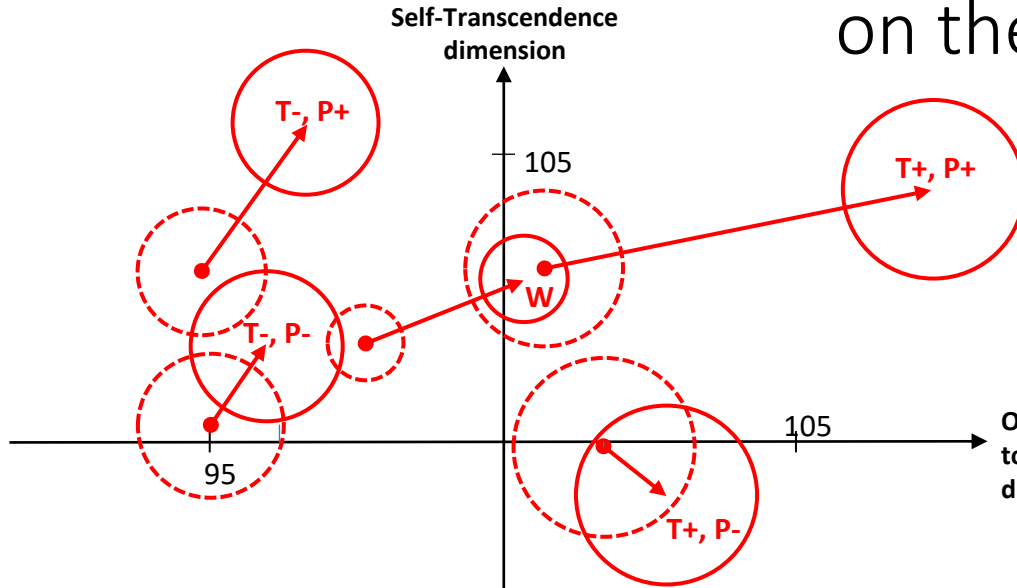
Proenvironmental activity on value map by sex



Versatility of proenv activity
 Q1 proenv activity one-sided
 Q2 proenv activity quite one-sided
 Q3 proenv activity quite versatile
 Q4 proenv activity versatile

Technological innovativeness and proenvironmental activity on the same value map by sex

W Women



Tech.innovativeness and the versatility of proenvironmental activity

T- Tech.innovativeness low
 T+ Tech.innovativeness high
 P- Proenv.activity low
 P+ Proenv.activity high

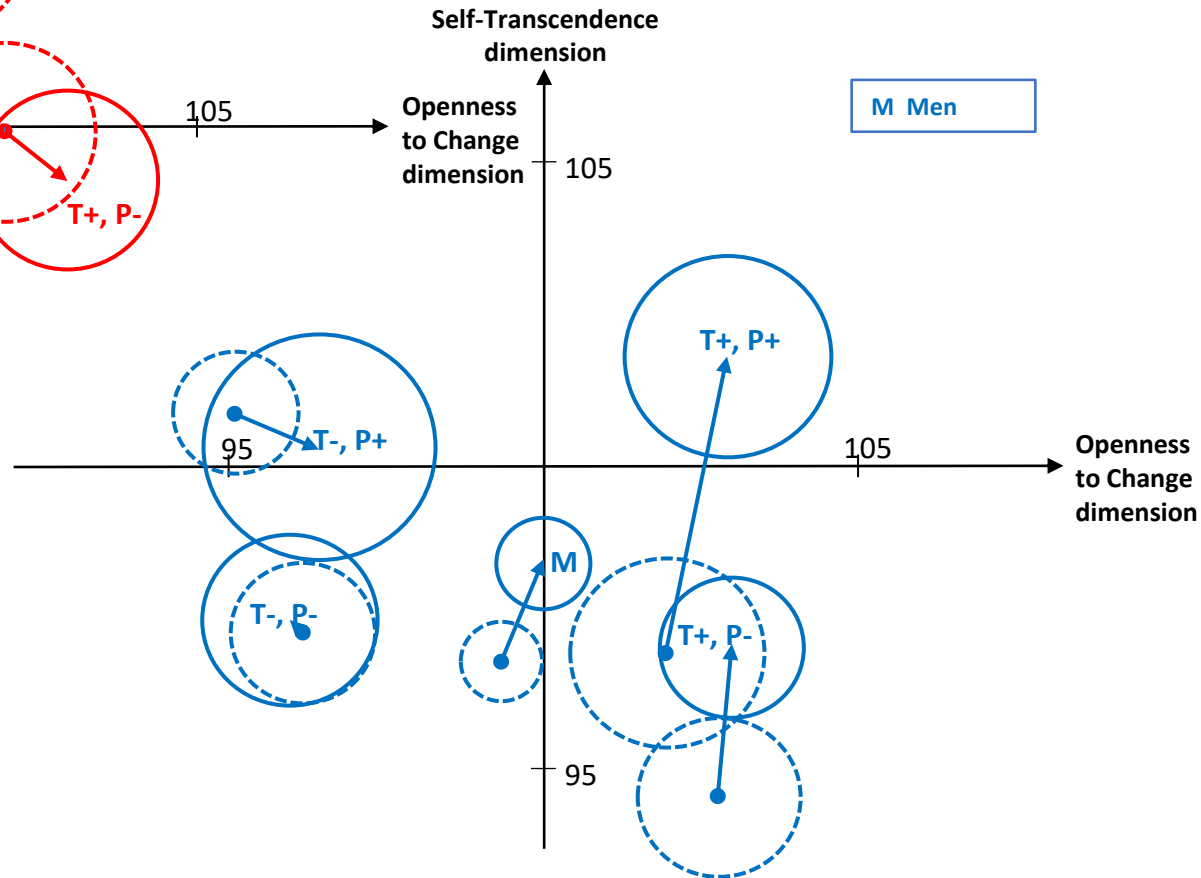
95% confidence level circle of difference or change

1991 2015

Significant on 95 % level

Not significant

M Men



Reciprocal relationship between values and behavior

- Openness to change values motivate technological innovativeness and self-transcendence values motivate proenvironmental activity.
- The relationships between values and both behaviors have become stronger in 1991-2015.
- The roles of the new infrastructures based on the new environment law and new digital practices are important: they force people to behave in new ways.
- When people behave in a new way without a reward, they notice that they are proenvironmental / innovative (self-perception theory).
- The results suggest that the relationships between values and behavior are reciprocal: Values motivate behavior and behavior changes values.
- As a result
 - the values of younger women and men have become more similar (see the “sex, age and education” map of values)
 - and women are leading the change toward north-east.

Summary

- Although values are fairly stable, they change gradually in relation to
 - What happens in the society, what people are, what they do, and what they are afraid of.
- Understanding values change becomes easier if
 - Current societal trends are taken into account
 - Values are put into societal context
 - Research concentrates in value expressive behaviors.
- Remember that the structural properties of Schwartz's value theory are heavily underestimated
 - Please, start taking full advantage of them!

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Thank you for your attention!