



# Possible cohort effects in values continuity and change – cross- country comparison.

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# Values, Attitudes, Nonattitudes

- “How do you like democracy here? – 1992.”
  - Flags are everywhere
  - Super-heroes who are busy saving the world
  - The Simpsons cartoon is the only remedy
- How it fits to /traditional – secular/, /survival – self-expression/ dimensions is not obvious. What are alternatives?
- It is obviously related to **Robert Bellah** “Civil religion” concept.
  - Failing Putin’s attempts to create “Civil religion” for Russia (with the help of Mikhalkov, of course) – new state holidays etc.
- Richard Nolan (IR professor from Pittsburgh) “Who wants to become the next Russian president”.
  - Value attached to public display of achievement motivation in different countries.




# Other values classifications / theories assuming continuity of values rather than change

- **Theda Skocpol's** “cultural idioms” in sociology
- **Harry Triandis** in social psychology
  - individualism – collectivism
- **Geert Hofstede** in management
  - **Power Distance Index (PDI)**
  - **Individualism (IDV)**
  - **Masculinity (MAS)**
  - **Uncertainty Avoidance Index (UAI)**
  - **Long-Term Orientation (LTO)**
- **I intend to find proxies for at least some of these variables and dimensions in WVS and ESS**



# Values, Attitudes, Nonattitudes

- **Phillip Converse:** the difference between true attitudes and nonattitudes.
- Only few people are informed about and concerned with politics, democracy etc.
- Respondents are often treated as experts, they forced to answer questions beyond their level of competence, which are irrelevant to their real concerns and life-experience.
- We often get answers, which are shallow.
- **John Zaller** “*The Nature and Origins of Mass Opinion*”: media influence explains quite volatile attitudes, which we misinterpret as values
  - “*Monica Lewinsky contribution to political science*”

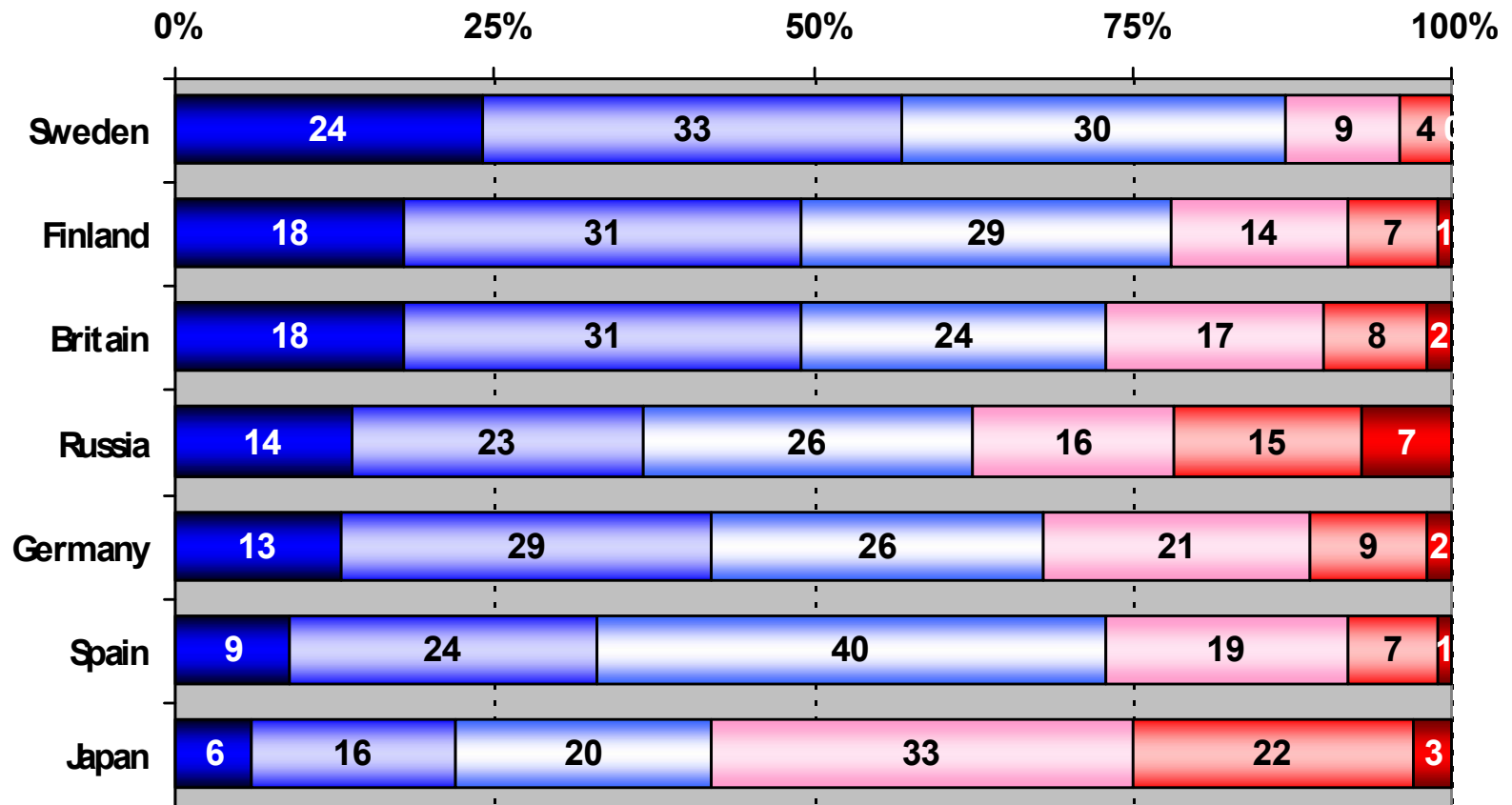


## True attitudes and values exist, it is not easy to measure them.

- Russia's shift to traditional-religious pole on secular-religious dimension
  - Russian pollster FOM conducted a poll commissioned by the Patriarchy: only 26% of those, who described themselves as Orthodox Christians do believe in life after death and resurrection, 54% do not believe.

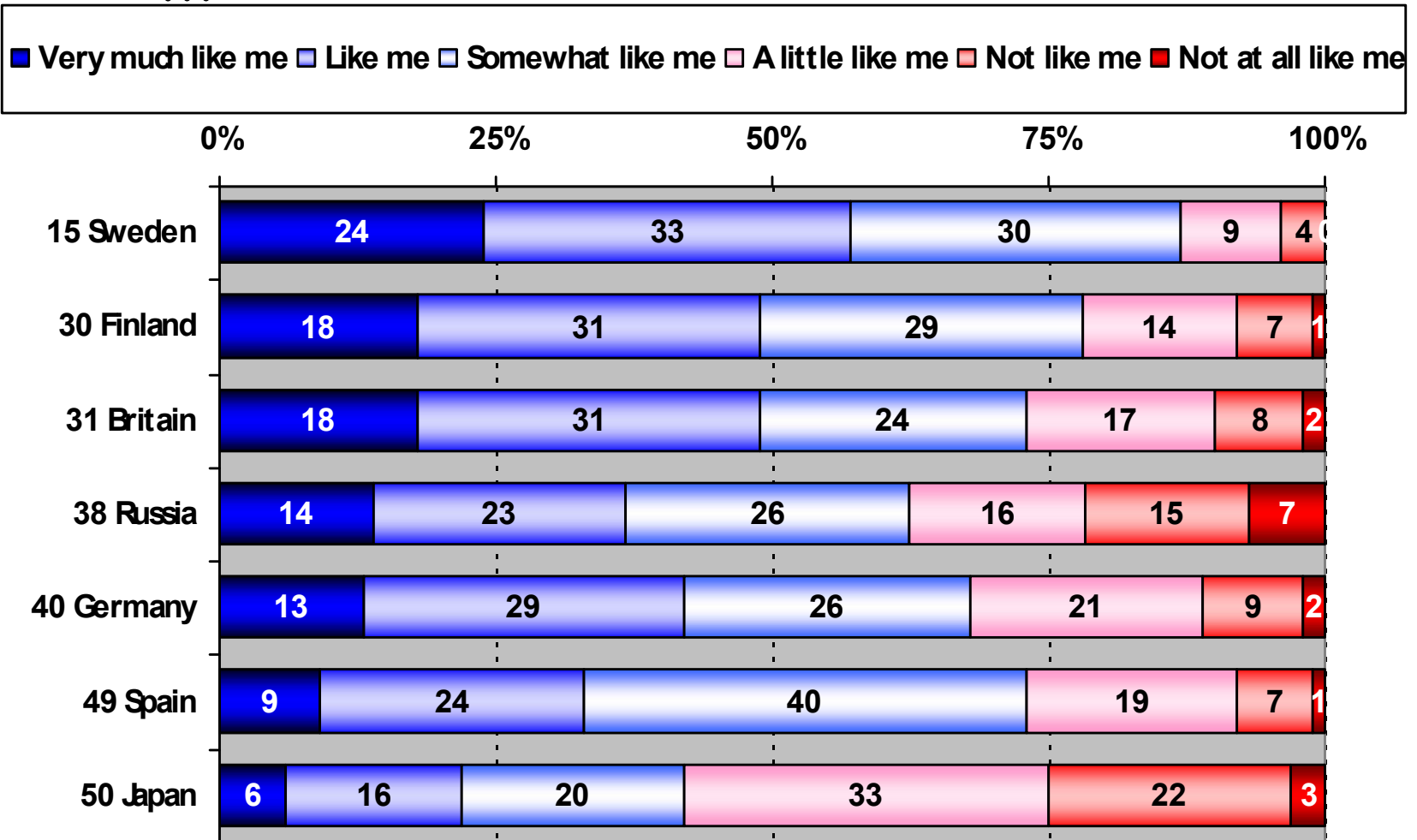
# It's important to this person to think up new ideas

■ Very much like me ■ Like me ■ Somewhat like me ■ A little like me ■ Not like me ■ Not at all like me



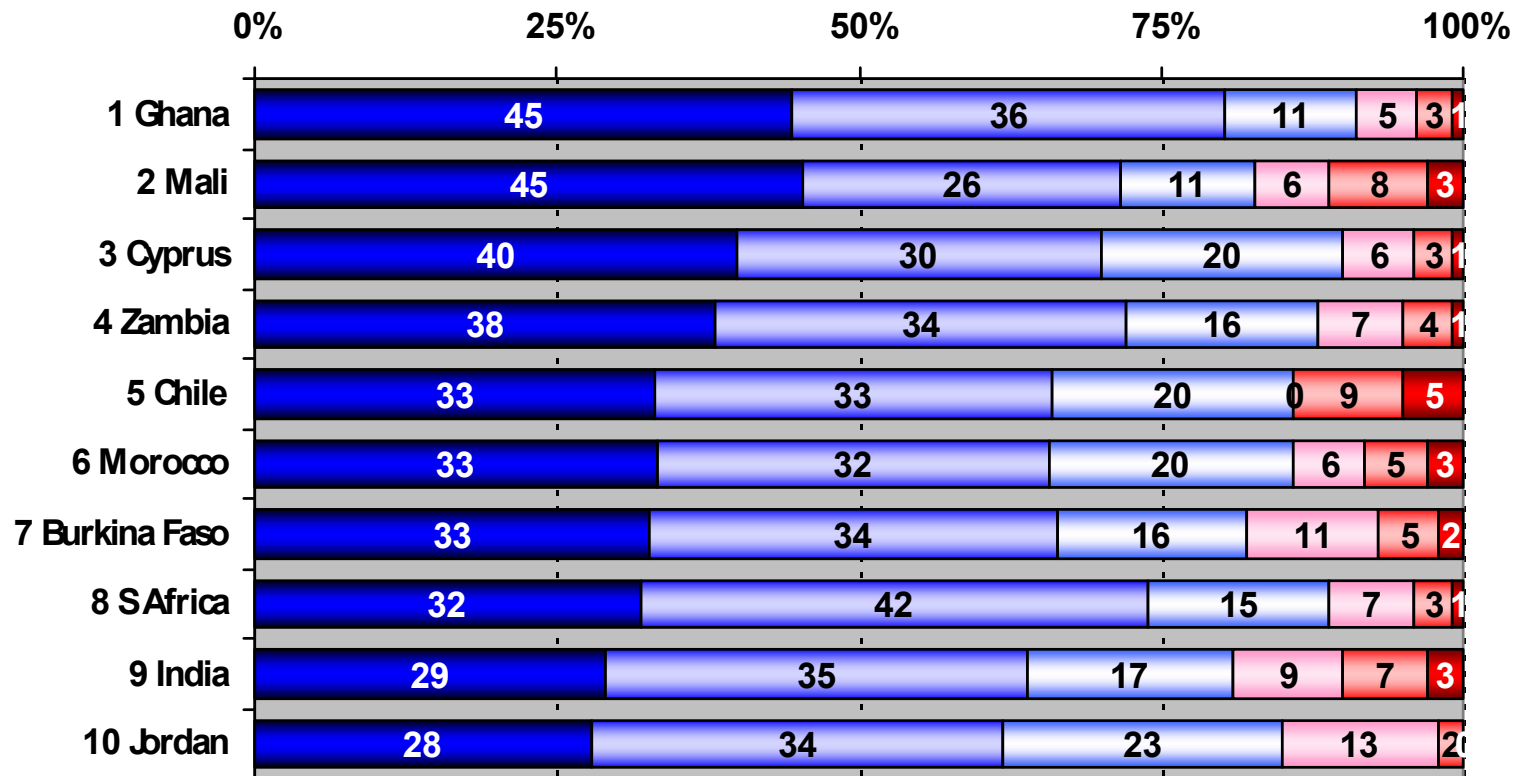
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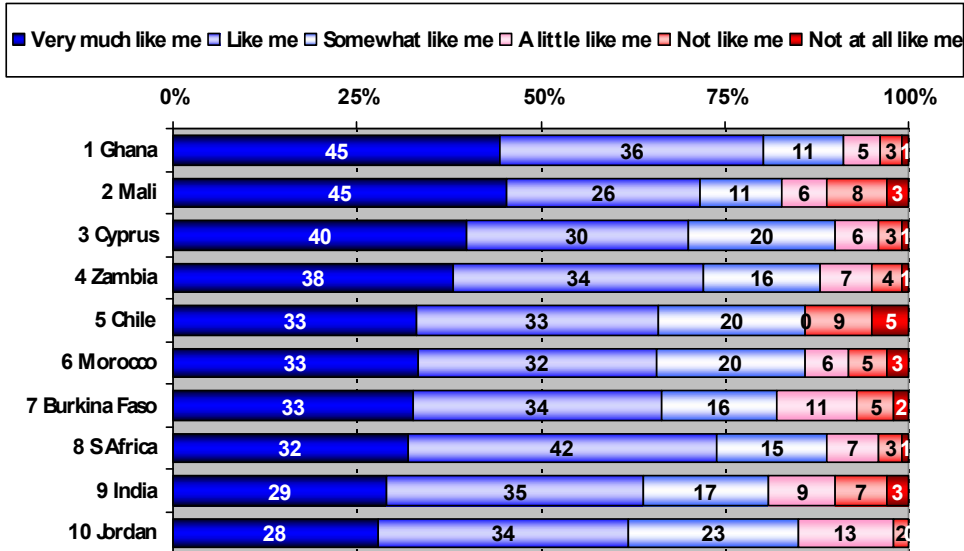
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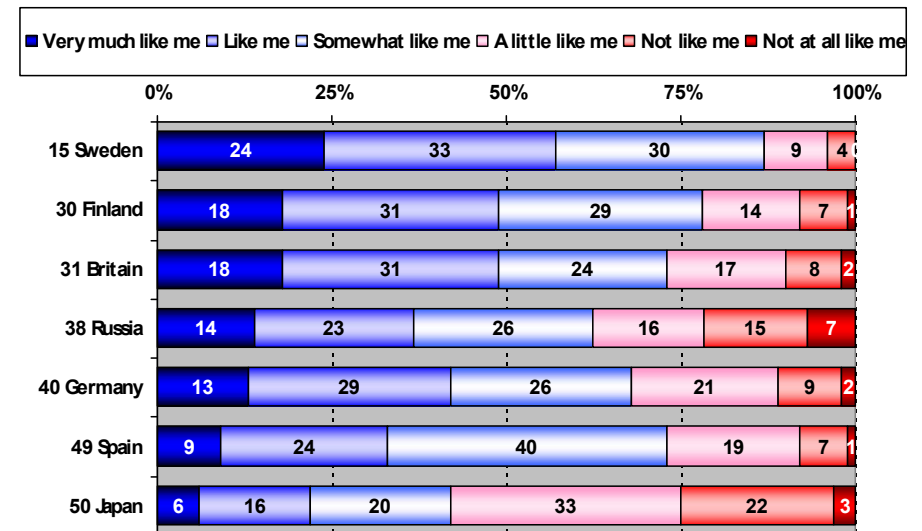




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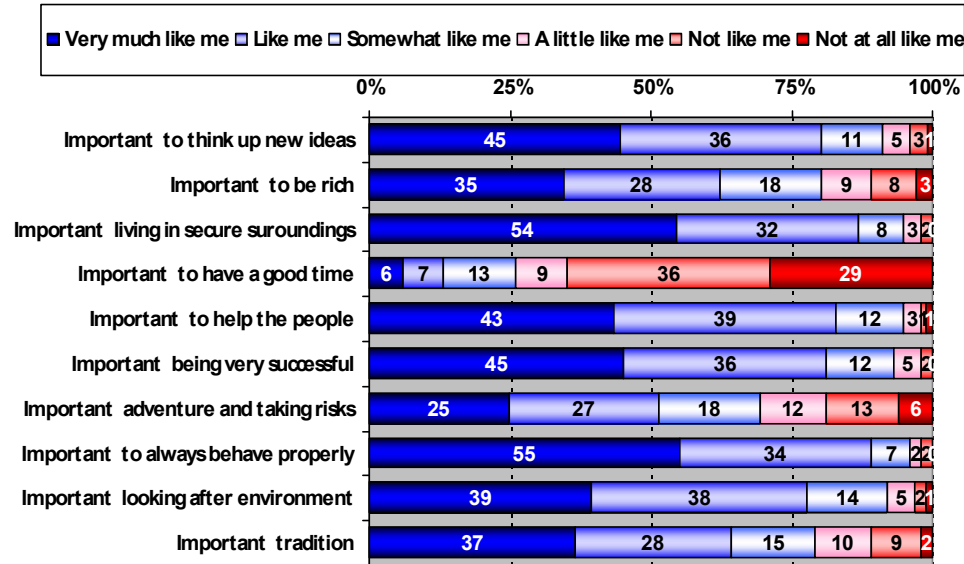


- Age explains 1,7% of variance of individual differences

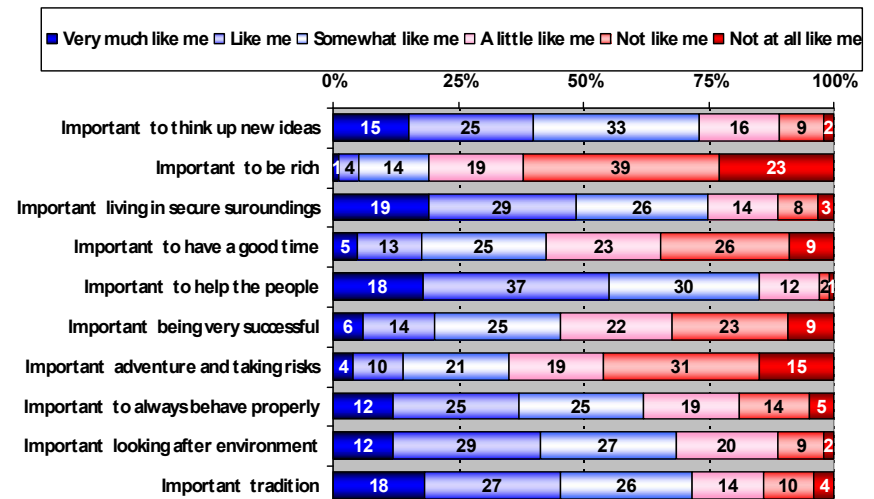


# Ghana and US comparison

## Ghana



## USA





# Possible additional problems

- Long questionnaires (100 questions and over: in WVS – 230)
  - Response sets (I prefer to call it “sausage effect”)
- Problems with fieldwork
  - Poorly trained interviewers, “helping” respondents
  - Anomie could mean high, not low response rate
  - 10 – points response scales



# Methodological problems

- **Means or simple indices for countries**
  - It is not clear how to interpret – statistically significant differences could be in essence trivial.
- **Attitudes as ultimate dependent variables** and attitudes as independent variables, measured at the same point in time.
  - It is doubtful whether causality could be assumed.
- It makes sense to combine large scale survey with **qualitative data**.



# Values operationalization

- Values are special kinds of attitudes
  - They can change only gradually and slowly.
  - They should influence life choices and they should be reflected in life choices.
  - They could be inferred from peoples' behavior in significant social situations.
    - How many children a person has
    - Practical attitude toward army service
    - Intention to emigrate and actual emigration



# Anomie, Alienation and now ...

## Generations...

- **Mannheim (1952)** generations has common values, which are related to common historical experience. Generation's values should be persistent.
- Labels/classifications for generations are widespread, especially in management literature. *Sessa et al. (2007)*
  - **Matures** 1925–45
  - **Early Baby Boomers** 1946–54
  - **Late Baby Boomers** 1955–63
  - **Early Generation X** 1964–1976
  - **Late Generation X** 1977–1982
  - **Generation Y** 1983+
- Is this classification applicable to other countries?
  - **Thaw generation** 1925–39



# Design and related problems

- Obviously panel could be much better than cross-section for discerning age/period/cohort effects
- Datasets: ESS, WVS
- Qualitative interviews (inspired by **Dan Ariely**)
  - Procedure: we start with standardized WVS interview (selection of questions), then we discuss with a respondent his or her values profile.



# Design and related problems

- In different countries generations were shaped by different historical event, hence, different definitions of generations for different countries.
- I need to start with comparable countries with comparable experience, say, Russia, Ukraine, Poland, Germany, US, Germany, Sweden or Norway.
- Good variables reflecting life choices
  - Education attained
  - Family and kids, including number of kids.
  - Voting





# Hypotheses:

- Values differences between generations do exist and could be measured.
  - Inglehart-Weltzel dimensions
  - Other values classifications
- Only some cohorts are generations
- Values change to a significant degree is explained by generations succession, rather than values change inside generations.



## Variables:

- **Ultimate dependent** variables: life choices in significant social situations (behavior rather than attitudes)
- **Intermediate dependent** variables: values.
- **Independent variables:** generations dummies,
- **Controls:** country dummies, SES and other socio-demographic variables.
- Obviously multi-level model is needed.