

# Values dependence on generation identification

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**Abstract.** In the article the communication problem between generations is considered in terms of differences of values. The authors generalize the results of research on the problem solved worldwide and provide data of an empirical research of differences in values of the Soviet, Transitional and Post-Soviet generations. At the same time values of the people identifying themselves with different generations are compared. 132 persons (72 women and 60 men) participated in the questionnaire. Sch. Schwartz's questionnaire is applied to studying values of people. Jonckheere-Terpstra test is used for mathematical data processing. Researchers confirmed a hypothesis that the existing differences in values of generations consist in a more impressed orientation of the senior generation to traditions and social norms, and more impressed orientation of the younger generation to the power and receiving pleasure. Results of the research confirm the universal trends in distinctions to values of generations consisting in stronger orientation of younger generations to values expressing interests of the individual and senior generations to values expressing interests of the group. Limitations and future research directions, possible implications of these results are also discussed.

## 1 Introduction

Interest to the problem of differences between generations constantly grows in the scientific and popular press. This interest is connected with strengthening the tension in the relations between generations designated as the conflict of generations. Researchers agree in the opinion that between representatives of different generations there are differences in perception of generational groups [1], values of generations [2] and perception of values of different generations [3]. It has the greatest impact on communication. It is actual to study values of generations in the context of communication between them.

According to the theory of generations, each generational group is characterized by unique values and the relations [4], has accurate lines of mentality [5]. It is confirmed by results of much research. Transformation of mentality of generations affects personal values [3, 6, 7], family and gender values [8, 9], managerial value [10, 11], labor/work values [12, 13, 14, 15, 16], civic values [17], political and economic values [18], patriotic values [19]. Generalizing results of research, authors come to a conclusion that a new generation, and especially millennial are more focused on modern and individualistic values, appreciate external purposes more (money, glory) than internal ones (self-development, creativity) [5, 2, 6, 13, 20].

In particular, R. Inglehart and W.E. Baker reviewed values worldwide in 1990 and established that as a result of industrialization, people around the world refuse traditional values in favor of secular (rational) values [21]. Shifts in managerial values in birth cohorts were found in the analysis of selection of 708 leaders of 32 countries [10]. And similar research shows that international and cross-cultural distinctions can smooth or enhance differences between generations [10, 18]. Data of the Chinese researchers show that in their country the younger generation already passed from traditional to modern values [22]. Results of research showed that the generation has a great influence on labor values. In particular, it was established that the generation of the new millennium attaches is of more impressed significance to remuneration for work, and the generation of the cultural revolution attaches more impressed significance to altruism [23]. Distinctions were found in the attitude towards the status and freedom between representatives of different generations [24, 25]. In the case of Turkey, it is found that Turkish samples in the 2000s have become more individualistic, less power distant, more masculine, and lower on uncertainty avoidance, as compared with Turkish samples in the 1980s [26]. These data were confirmed in later research when comparing these 1998 and 2009 [3]. Results of research show that modernist and individualistic values began to prevail among the

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younger generation in Kazakhstan after the collapse of the USSR [6].

The Russian researchers compare values of different generations too. P.Yu. Tazov allocates the key values characteristic of different generations of youth of 1960-2010. He considers that the high importance of value was characteristic of generation of the 60th "to bring benefit to society". For modern youth more significant were values of individual success and personal efficiency [27]. V.S. Magun and M.G. Rudnev conclude that modern Russian society, in comparison with Soviet, is more focused on openness to changes and self-affirmation, as opposed to orientations to preservation and care of people and the nature [28].

Similar results were received in research of the selections of different age based on comparison [29, 30]. They showed that the younger generation of Russians differs from the senior generation in orientation to personal success and comfort, strengthening of the importance of personal values over public, significant increase in values of material prosperity [29, 30].

V.A. Goldyreva considers that between generations there is a gap which is shown in distinctions of valuable priorities at the individual level [29].

L.E. Petrova established that a more senior generation of doctors appreciates rather altruistic, traditional components in the work: work in collective, respect, prestige, stability. The younger doctor more rationally approaches the work, considering the most important: interest in the structure of the person, an opportunity to secure itself and relatives, to realize the potential [31]. Similar trends are found when comparing labor values of generations in China. Moreover, the Chinese colleagues concluded that the generation has a greater influence on labor values, than age [23].

Besides distinctions, authors noted the values, general for all Russians too. They note that very considerable in life of representatives of different generations are values: family and health [12, 30].

Thus, results of research confirm that in Russia there are differences in individual values at representatives of different birth cohorts: the youth prefers the values expressing the interests of the individual, and the seniors generation expressing the interests of group. At the same time, the research given above have a number of limitations. First, most of them is executed on foreign samples: Australia [7, 32], USA [15], Turkey [3, 26], Africa [13], Central and Eastern Europe [10, 18], China [9, 16, 23]. Only a small amount of works are devoted to the analysis of values of generations in the former Soviet Union [6] and in certain regions of Russia (Yakutia [8], the Volga region [19], the Central region [12], the Southern region [30], the Northwest region [33]). Secondly, the majority of domestic research rely on comparison of two age groups (elderly and young [28], adult and young [29, 34], students and their parents [12], pupils of high school and their parents [18]) or on

comparison of these identical age groups, received in different years (2005 and 2012 [19]; 1961, 1970, 1980, 2010 [27]). Comparison of birth cohorts is not enough to draw conclusions about differences in values of generations which represent a basis of modern society. Besides, division of selection into 2 age groups does not allow one to characterize influence on formation of values on all cultural and historical factors of development connected with a concept generation.

It is possible to conclude that on the one hand there are proofs that in Russia the youth generation prefers individualistic values while the adult generation prefers collectivist values. On the other hand, unclear how these distinctions are characteristic for generations, but not for different age groups.

Solving this problem, scientists consider subjective differentiation of generations on the basis of social identification [35]. M. Twenge offers social and constructivist approach to the analysis of differences between generations [36]. In this case, there is important a question of how people perceive different generations and as what of them class themselves.

The problem of self-determination of the personality through reference yourself to generation is traditionally considered as a problem of social identity [36, 37, 38]. The separate research [35, 37, 38] presented in scientific literature is devoted to a problem of generational identification. The considerable heterogeneity in identification with generation is revealed within this research. Therefore, it is possible to assume that when studying differences between generations, it is justified based on division of selection on the basis of identification with generation, but not on the basis of year of birth of the person. However, it is important to understand what generations are presented in modern society to identify himself with this or that generation.

From the theoretical point of view, generational cohorts are often organized around key historical events. Therefore, society is divided into different generations in the different countries, owing to distinctions of a historical way. In the western countries 6 various generations are allocated: generation of veterans; generation of a baby-boomer; generation X; generation Y or Millenials and generation Z or Post-millennial [39]. In China generations are studied: cultural revolution, social reforms and generation of the millennium or one child (One-Child Generation (OCG)) [19, 40]. In Russia it is possible to meet the different points of view on typology of generations. M.I. Postnikova speaks about 5 generations: post-war; generation of "men of the sixties", generation of "stagnation"; generation of "reorganization"; Post-Soviet generation [33]. In research of V.I. Pishchik 3 generations of Russians are considered: Soviet, transitional and Post-Soviet [5].

Dividing idea that such events as the Great Patriotic War and the Collapse of the USSR had the greatest impact on citizens of Russia, it is necessary to recognize that now in the Russian society four generations are presented: Post-war generation, Soviet generation, Transitional generation, Post-Soviet generation. Their birth, formation and development occurred in the conditions of significantly differing on ideology,

economic stability, the general international tension that inevitably had an impact on formation of values.

Therefore, studying of differences in values of people, the identifying themselves with different generations (Soviet, Transitional and Post-Soviet) became an objective of this research.

## 2 Design/methodology/approach

During the research, the results of the poll in groups of the people associating themselves with one of three generations were compared: Soviet, transitional, Post-Soviet.

132 inhabitants of the Ural region of Russia from 17 up to 60 years participated in questionnaire. From them 72 are women and 60 are men.

For revealing generational identification of respondents they were asked about values of generation they derided most of all. By results of poll selection was divided into 3 groups (44 persons in everyone, 16-17 men, 17-18 women)

Values of participants of a research were studied by means of Sch. Schwartz's questionnaire III.

Jonckheere-Terpstra test was used for mathematical processing of results of the research.

## 3 Results and Discussion

When studying features of identification of participants of the research with this or that generation 3 research groups were formed: Soviet generation, Transitional generation, Post-Soviet generation (table 1). Data collection was carried out until were created equal by the number of respondents and equivalent on sex and education level of group. As a result, in each studied group there were about 44 persons (19-21 men and 23-25 women).

According to the obtained data in the studied selection, congruent generational identification most often is met (the age corresponds to generation). Practically all participants of a research elder senior than 36 years class themselves as the Soviet generation (97.3%). 70.8% of participants of a research at the age about 32 years associate themselves with Post-Soviet generation. Among participants of a research at the age of 33-35 years only 65.2% consider themselves representatives of transitional generation.

**Table 1.** Features of a generational identification of respondents.

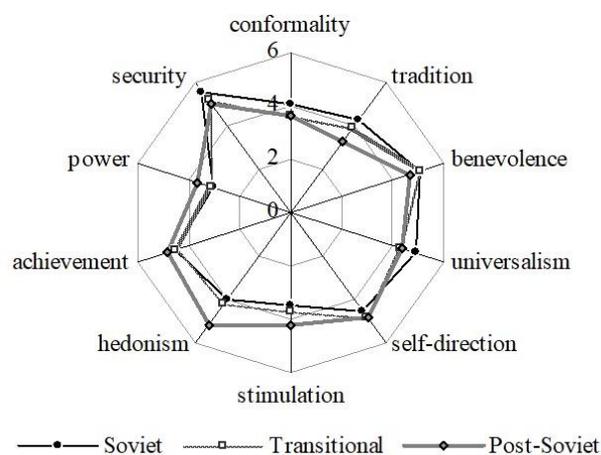
age	generational identification		
	Soviet (n=44)	Transitional (n=44)	Post-Soviet (n=44)
17-32 years (n*=48)	0%	29,2%	70,8%
33-35 years (n=46)	17,4%	65,2%	17,4%

36-60 years (n=38)	97,3%	3,7%	0%
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\* – number of people

In the group of 33-35 years the greatest number of people with an incongruent type of generational identification is observed (the age of respondents does not coincide with generation). 17.4% of respondents of this age class themselves as the Soviet generation and 17.4% class themselves as the Post-Soviet generation. 29.2% of participants of a research aged from 17 up to 32 years carried themselves to Transitional generation. Results of a research confirm the idea that the age can not coincide with type of generation which values are divided by the person [37].

After groups proceeding from their generational identification were created, the comparative analysis of values in these groups was carried out (Fig. 1).



**Fig. 1.** Values of the people identifying themselves with different generations.

As shown in figure 1, the profile of values in all studied groups has common features. Dominating for all generations is safety value. For the people classing themselves as the Soviet generation highly significant are values of kindness and universalism too. People identifying themselves with Transitional generation appreciate kindness and independence. In the group of people identifying themselves with Post-Soviet generation the most significant are values relating to the hedonism group. The values relating to the "self-direction" and "achievements" groups (table 2) are highly appreciated by them too.

It is possible to class the values, less significant for the Soviet and Transitional generations, connected with achievement of the social status or prestige, control or domination over people and means (authority, wealth, the social power, maintaining the public image, public recognition). The people classing themselves as Post-Soviet generation as the less significant call the values connected with symbols and rituals which action is defined by experience of group and which are fixed as traditions and customs.

Significant are trends in increase of values of stimulation ( $r \leq 0.05$ ), hedonism ( $r \leq 0.001$ ) and the power ( $r \leq 0.05$ ) and also in decrease of values of conformity

( $r \leq 0.05$ ), traditions ( $r \leq 0.01$ ) and security ( $r \leq 0.01$ ) upon Transition from Soviet to Post-Soviet generation (table 2).

**Table 2.** Significance of differences in values of generations.

values	generational identification			t	p
	S	T	P-S		
conformality	4,1	3,6	3,6	-2,5	0,012
tradition	4,3	3,9	3,3	-3,0	0,003
benevolence	5,0	5,0	4,7	-1,1	0,251
universalism	4,9	4,3	4,4	-1,1	0,275
self-direction	4,6	4,8	4,9	1,4	0,149
stimulation	3,5	3,7	4,2	2,5	0,014
hedonism	4,0	4,2	5,2	3,9	0,0001
achievement	4,5	4,5	4,8	1,5	0,125
power	3,0	3,1	3,6	2,1	0,034
security	5,6	5,2	5,0	-3,0	0,003

S – Soviet generation

T – Transitional generation

P-S – Post-Soviet generation

t - Standard statistics of Jonckheere-Terpstra test

p - significance value of distinctions

Results of a research indicate that representatives of Post-Soviet generation differ in the fact that appreciate achievement or preservation of a dominant position in the most general social system, sensual pleasures, new experience and a variety more.

The people identifying themselves with the Soviet generation differ in the fact that more than other participants of research appreciate obedience, self-discipline, politeness, respect of parents and seniors, a social order, safety of family, national security, a relative positioning, mutual aid, purity, feeling of accessory, health, respect of traditions, humility, piety, acceptance of the fate, moderation.

The people classing themselves as Transitional generation take an average position between the Soviet and Post-Soviet generation. They appreciate novelty of feelings, sensual pleasures and the status in society. On the other hand, they appreciate obedience, traditions and security.

Partly results of our research confirm universal trends in differences of values between generations. In particular, as well as in others culturally collectivistic society more committed to traditions and social norms are representatives of the senior (Soviet) generation [22]. The tendency to strengthening of the importance of the status among representatives of new (Post-Soviet) generation is confirmed too [24, 25].

Thus, the trends found in a research correspond to the similar cross-time data obtained in the American, Western European, Turkish and Chinese selections and indicate that the phenomenon directed to decrease in the new generational cohorts of traditional values and norms potentially is a part of wider global trend. It is stimulated, perhaps, by globalization processes. Our

research makes the contribution to confirmation of this hypothesis on selection of inhabitants of the Urals.

## 4 Conclusion

Results of a research allowed one to confirm a hypothesis that the existing differences in values of generations consist are more impressed orientation of the senior generations to traditions and social norms, and are more impressed orientation of the younger generations to power and receiving pleasure.

The practical importance of results of a research is defined by their importance in the analysis of communication between generations in family and at work. It is interesting to political strategists and psychologists since allow one to predict behavior of different categories of citizens. Distinctions between the generations found during the research will be useful in the analysis of the intergenerational conflicts and searching the ways of their permission.

Significant limitations of this research is the small volume of selection and domination of the urban, highly educated population among participants of a research. It reduces possibilities of extrapolation of the drawn conclusions out of limits of a narrow segment of society. Results of a research are limited to methodology of a cross-sectional research. It allows saying about existence of differences between the people associating themselves with different generations, but not about dynamics of values of generations. It is possible to class as restrictions the fact that during the research it is not succeeded to achieve equality of sex composition in each of the compared groups too. However, these distinctions were minimized.

Considering all limitations of the conducted research, it is possible to note that it is interesting to theorists and practitioners since enriches the existing data of generational identification and differences between generations. As further research directions of a problem it is possible to call comparison of values of generations on the basis of cross-temporal analyses. Studying differences in values of generations taking into account factors of sex and the place of residence (the city or the village) is of interest too.

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