Between-country and Within-country Variation of Basic Human Values in Europe

Vladimir MAGUN

Maxim RUDNEV

# Background and rationale

- In previous studies many European countries (as well as the countries from other parts of the world) have been located on the world value maps, so that we could see the between-country proximity and distances. In those country level comparisons each country was represented by an average resident drawn as a point on the value map. Our goal in this presentation is to enrich the country level view by the comparisons taking into account the within-country value diversities.

- Ronald Inglehart and Christian Welzel in their recent seminal publication (2010) emphasize the fact that on the global level "cross-national differences dwarf the differences within given societies".

- We still think that the within-country differences may be of interest, especially when we deal with rather homogeneous set of European countries

Locations of 53 societies on global cultural map in 2005-2007 (from R. Inglehart and Ch. Welzel, 2010)
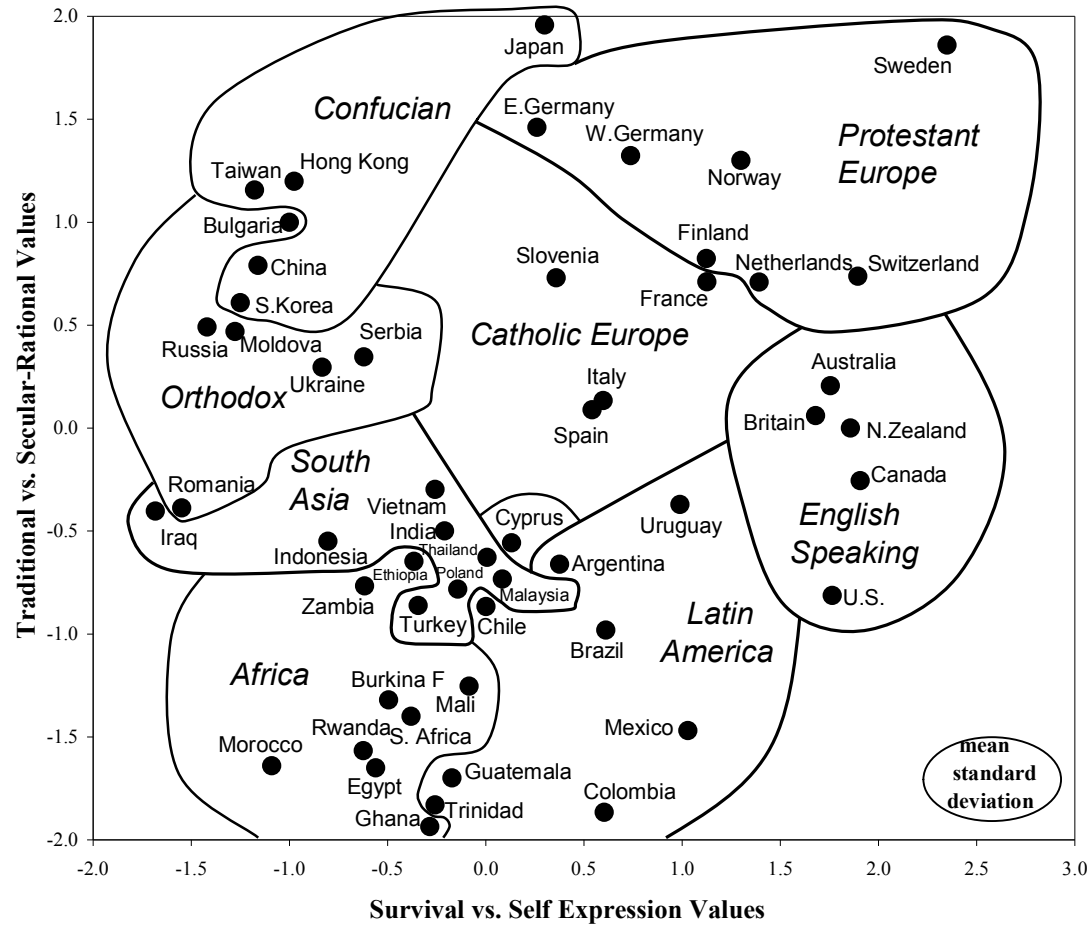
The oval at the lower right shows the mean size of the standard deviation on each of the two dimensions *within* the 53 societies

(the shape is oval because the S.D. on the horizontal axis is larger than on the vertical axis)

DATA

Data from the National representative samples:

- **European Social Survey** – 4th Round, 2008-2009 (28 countries) and 4 countries from the previous Rounds (ESS-2006 and ESS-2004); ESS Human Values Scale contains 21 items

Value measures are based on Schwartz classification of individual values and Schwartz Human Values Scale

**Two integral value dimensions derived from the factor analysis of individual responses to 21 value items:**

1. Openness to Change — Conservation
Self-direction, Stimulation, Hedonism
***VS** Security, Conformity-Tradition*

2. Self-Transcendence — Self-Enhancement
care for people, tolerance, equality, care for nature
***VS** personal wealth, power, success*

Modified Schwartz Value Circle
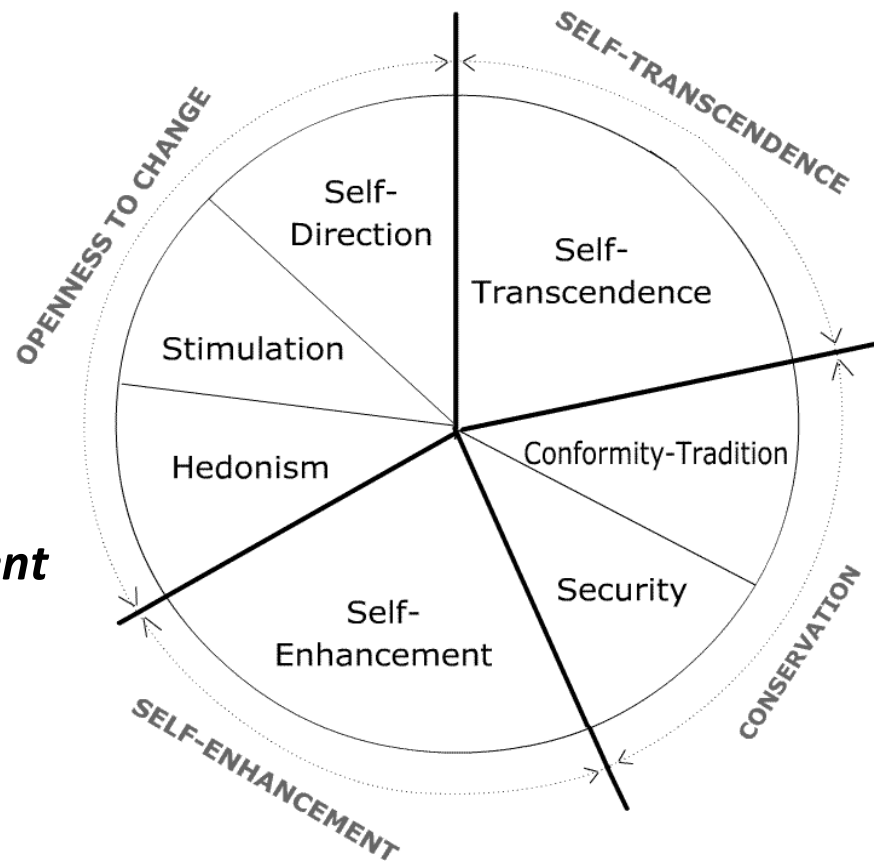
Schwartz Human Values Scale is a part of the ESS and provides 21 value portraits to be evaluated

Extract from the ESS questionnaire:

Here we briefly describe some people. Please read each description and tick the box on each line that shows how much each person is or is not like you.

How much like you is this person?

	Very much like me	Like me	Some-what like me	A little like me	Not like me	Not like me at all
1 Thinking up new ideas and being creative is important to him. He likes to do things in his own original way.	☐ 01	☐ 02	☐ 03	☐ 04	☐ 05	☐ 06
2 It is important to him to be rich. He wants to have a lot of money and expensive[1] things.	☐ 01	☐ 02	☐ 03	☐ 04	☐ 05	☐ 06
3 He thinks it is important that every person in the world should be treated equally. He believes everyone should have equal opportunities in life.	☐ 01	☐ 02	☐ 03	☐ 04	☐ 05	☐ 06

Presentation structure

1. COUNTRY MEANS VARIATION

2. ACROSS COUNTRIES VALUE TYPES INSTEAD OF COUNTRIES

3. COMBINING WITHIN- AND BETWEEN-COUNTRY VALUE DIVERSITY

4. BETWEEN- AND WITHIN-COUNTRY VARIATION OF VALUES AS MEASURED BY REGRESSION ANALYSIS

1. COUNTRY MEANS VARIATION

Average Russian: extremely high on Self-Enhancement but has no significant differences on Openness to Change with average residents of 13 European countries
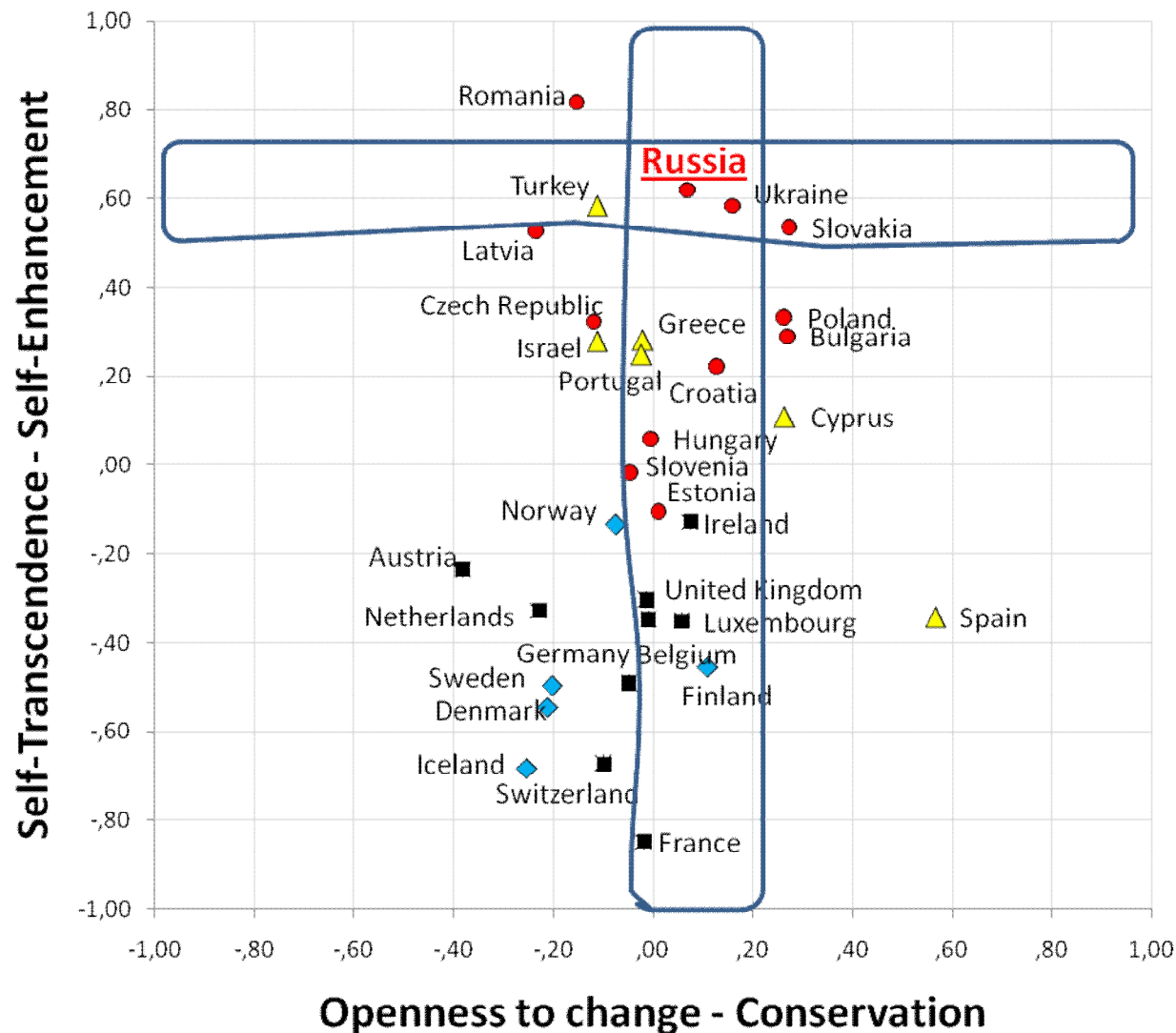
European Social Survey, 2008-2009

- ■ Western Europe
- ◆ Nordic Countries
- △ Mediterranean
- ● Post-Communist Eastern Europe

Outlined are the countries with no significant differences from Russia on each dimension

Points on the map are the means on the two value axes

Average German: very high on Self-Transcendence but has no significant differences on Openness to Change with average residents of 14 European countries

European Social Survey, 2008-2009

- ■ Western Europe
- ◆ Nordic Countries
- ▲ Mediterranean
- ● Post-Communist Eastern Europe

Outlined are the countries with no significant differences from Germany on each dimension

Points on the map are the means on the two value axes
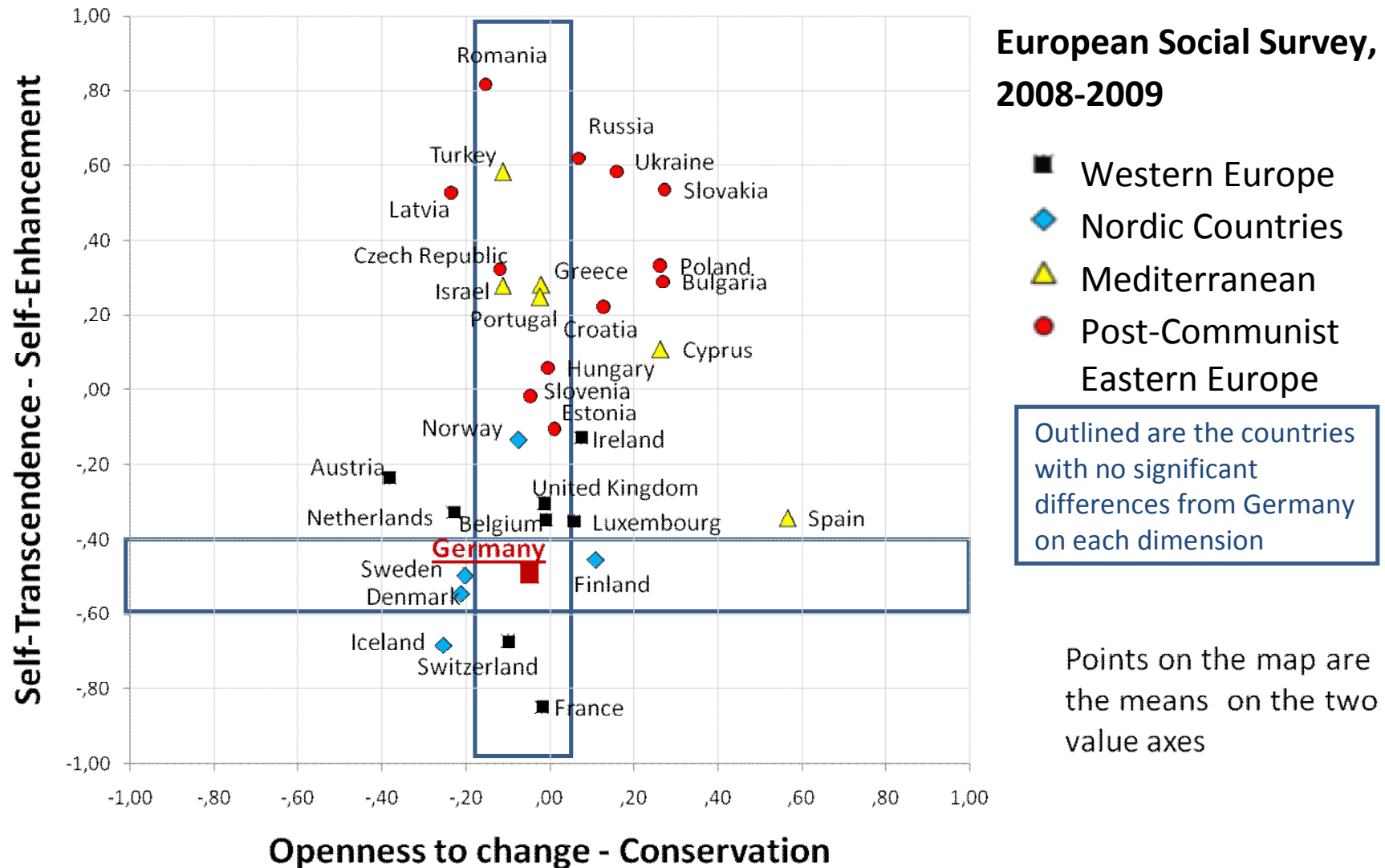
Average standard deviations of *WITHIN-COUNTRY* distributions of the value dimensions scores. All the country distributions overlap
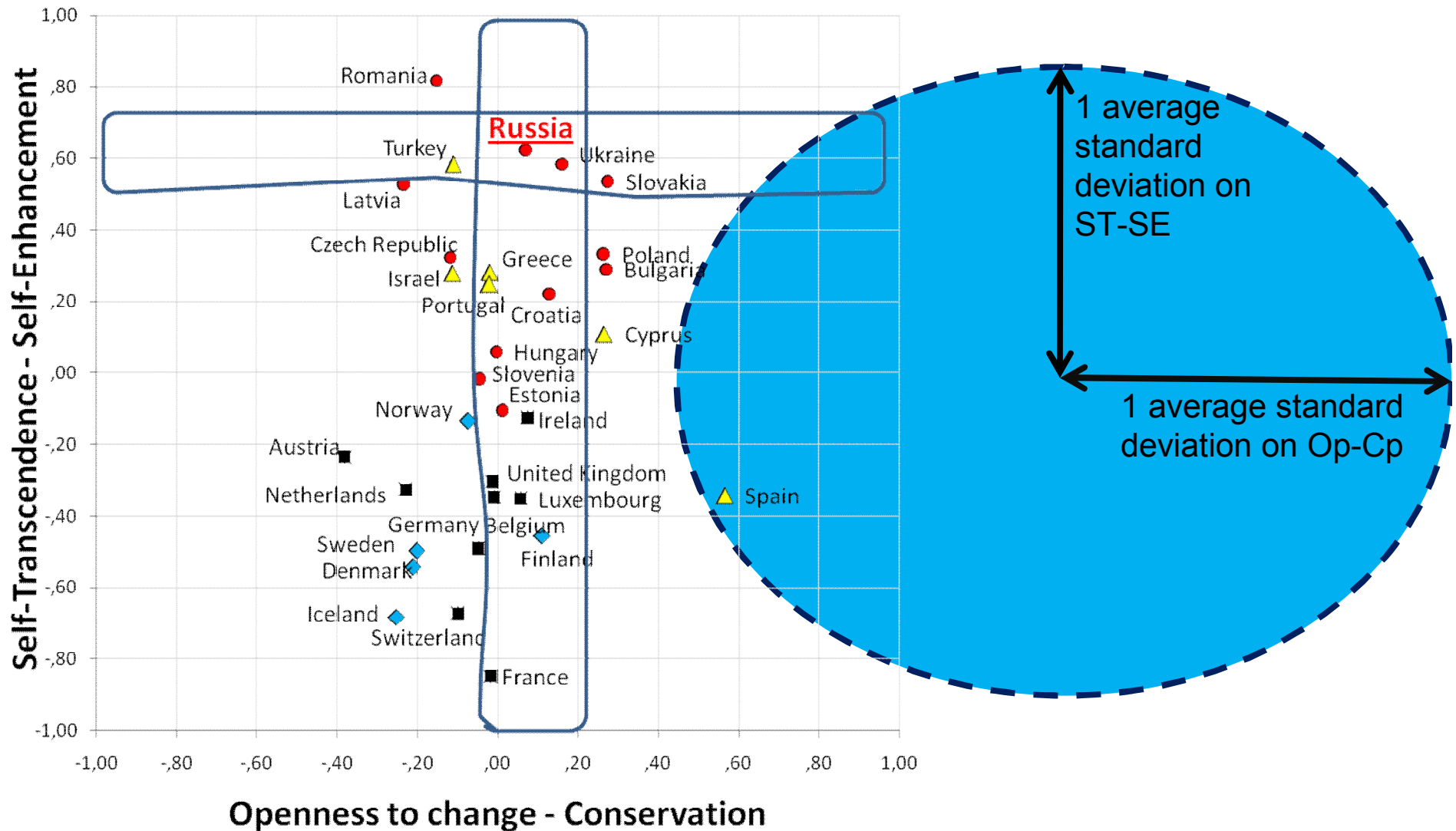
2. ACROSS COUNTRIES VALUE TYPES INSTEAD OF COUNTRIES

CROSS-NATIONAL VALUE CLUSTERS (TYPES) IN THE TWO-DIMENSIONAL VALUE SPACE
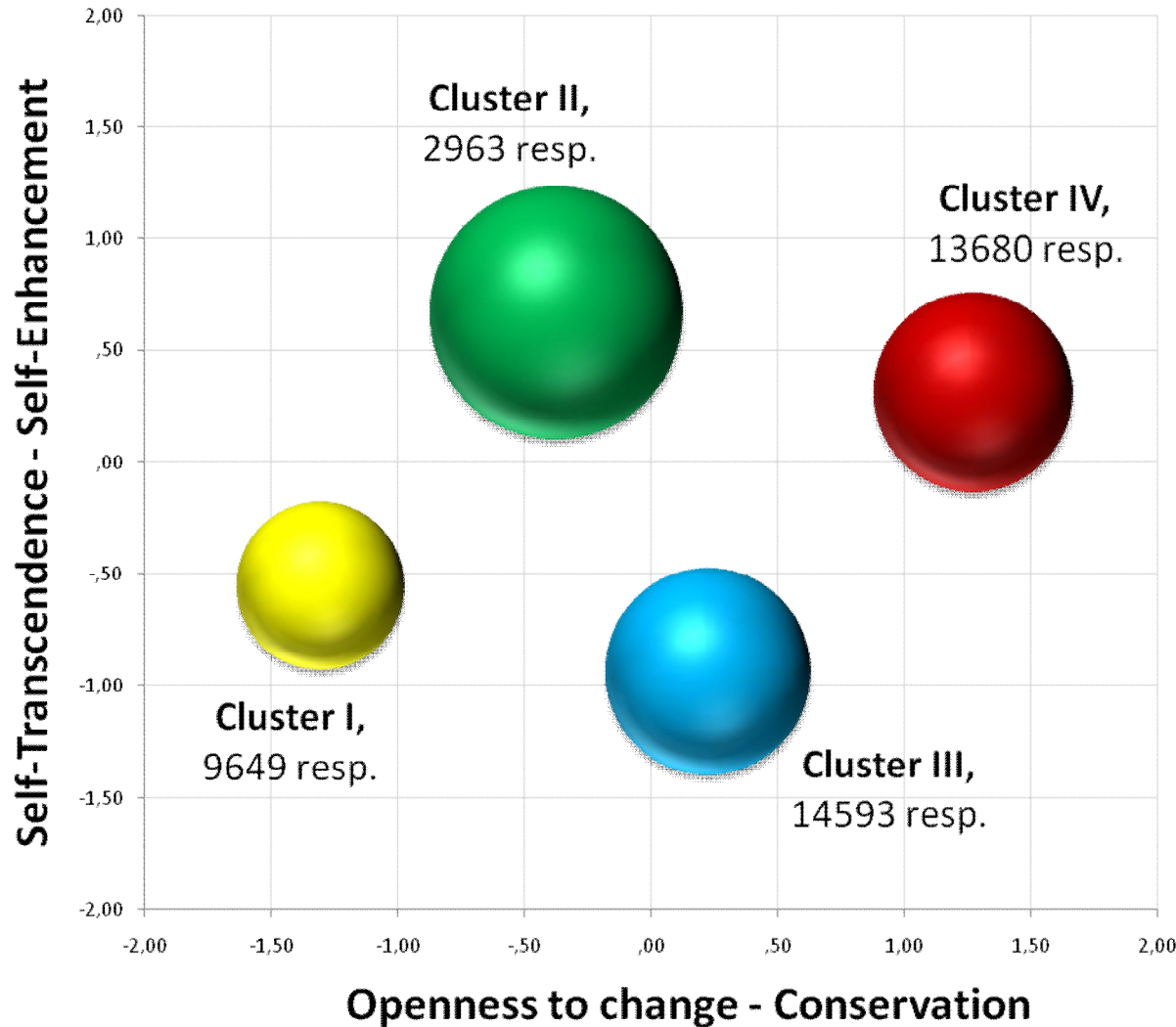
European Social Survey, 2008

- Bubbles are located in accordance with cluster mean scores on two value axes.
- Bubble size corresponds to the number of respondents in each cluster.

Cluster II, 2963 resp.

Cluster IV, 13680 resp.

Cluster I, 9649 resp.

Cluster III, 14593 resp.

Self-Transcendence - Self-Enhancement

Openness to change - Conservation

2,00
1,50
1,00
,50
,00
-,50
-1,00
-1,50
-2,00

-2,00 -1,50 -1,00 -,50 ,00 ,50 1,00 1,50 2,00

3. COMBINING WITHIN- AND BETWEEN-COUNTRY VALUE DIVERSITY

Each country has a whole set of value clusters inside it. There are several patterns of country population distributions among clusters

Left chart (regional):

Region	Cluster I	Cluster II	Cluster III	Cluster IV
Western Europe	21%	25%	37%	17%
Nordic countries	21%	24%	37%	17%
Post-communist Europe	14%	42%	15%	29%
Mediterranean countries	10%	49%	17%	24%
Russia	13%	48%	6%	33%

Legend:
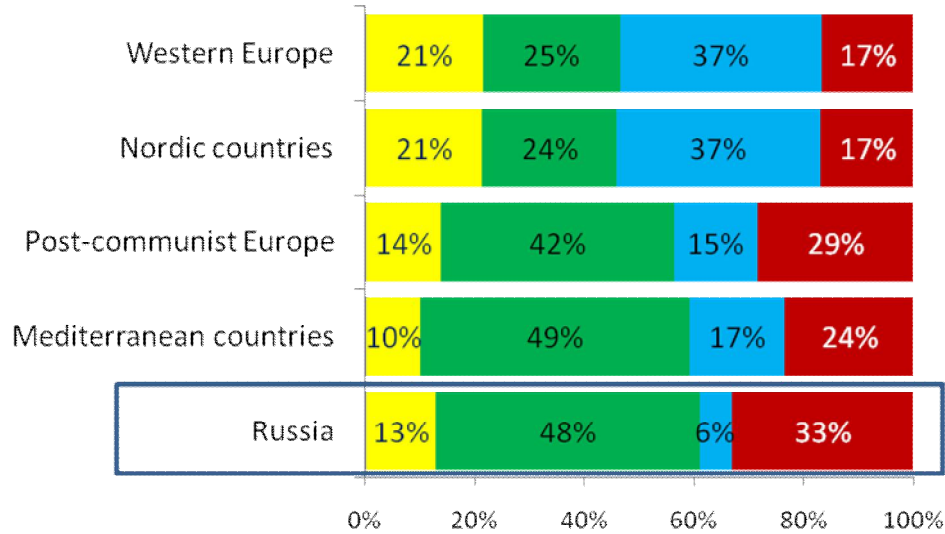
Cluster I – **the strongest preference of OPENNESS TO CHANGE OVER CONSERVATION,** Intermediate on Self-Transcendence - Self-Enhancement, closer to Self-Transcendence

Cluster II – **the strongest preference of SELF-ENHANCEMENT OVER SELF-TRANSCENDENCE,** Intermediate on Openness to Change - Conservation

Cluster III – **the strongest preference of SELF-TRANSCENDENCE OVER SELF-ENHANCEMENT,** Intermediate on Openness to Change - Conservation

Cluster IV – **the strongest preference of CONSERVATION OVER OPENNESS TO CHANGE, Intermediate on Self-Transcendence - Self-Enhancement, closer to Self-Enhancement**

Right chart (by country):

Country	Cluster I	Cluster II	Cluster III	Cluster IV
Austria	33%	28%	26%	13%
Iceland	30%	19%	41%	11%
Switzerland	25%	20%	41%	14%
Denmark	25%	26%	37%	13%
Sweden	23%	23%	43%	11%
Netherlands	22%	32%	34%	12%
Latvia	22%	43%	11%	24%
Germany	21%	21%	39%	19%
France	19%	13%	55%	13%
United Kingdom	19%	27%	33%	21%
Estonia	18%	28%	30%	24%
Norway	17%	33%	27%	23%
Finland	17%	20%	39%	23%
Luxembourg	17%	25%	37%	20%
Slovenia	17%	36%	29%	18%
Hungary	17%	36%	28%	19%
Ireland	16%	31%	28%	24%
Belgium	16%	29%	38%	17%
Czech Republic	16%	44%	17%	23%
Bulgaria	14%	35%	15%	35%
Croatia	14%	38%	16%	32%
Cyprus	14%	36%	20%	30%
Israel	14%	57%	12%	16%
Greece	13%	54%	15%	18%
Russian Federation	13%	48%	6%	33%
Ukraine	12%	42%	8%	38%
Poland	9%	41%	13%	38%
Spain	9%	21%	34%	37%
Portugal	8%	49%	18%	24%
Slovakia	7%	48%	7%	38%
Romania	7%	67%	4%	22%
Turkey	4%	74%	4%	17%

- Russia and other postcommunist countries have similar patterns of value diversity with salient value minorities and majorities.

- In each country there is still the small share of people similar to each type represented in any other country and this creates the value infrastructure for international (global) communication. E.g., for the Russian value minorities there is more chances to find the affinity group in such countries as Denmark or Switzerland than in Russia itself.

4. BETWEEN- AND WITHIN-COUNTRY VARIATION OF VALUES AS MEASURED BY REGRESSION ANALYSIS

Standardized regression coefficients

	Openness to change - Conservation	Self-Transcendence - Self-Enhancement
Russia - reference group		
Austria	-0,08*	-0,17*
Belgium	-0,02*	-0,17*
Bulgaria	0,01	-0,07*
Switzerland	-0,04*	-0,23*
Cyprus	0,02*	-0,08*
Czech Republic	-0,04*	-0,06*
Germany	-0,04*	-0,24*
Denmark	-0,06*	-0,20*
Estonia	0,03*	-0,12*
Spain	0,08*	-0,21*
Finland	-0,01	-0,21*
France	-0,03*	-0,28*
United Kingdom	0,03*	-0,18*
Greece	-0,02*	-0,07*
Croatia	0,00	-0,07*
Hungary	-0,03*	-0,10*
Ireland	0,00	-0,13*
Israel	-0,04*	-0,08*
Iceland	0,03*	-0,13*
Luxembourg	0,00	-0,17*
Latvia	0,07*	-0,02*
Netherlands	-0,06*	-0,17*
Norway	0,02*	-0,12*
Poland	0,02*	-0,05*
Portugal	-0,06*	-0,09*
Romania	-0,04*	0,03
Sweden	0,07*	-0,20*
Slovenia	-0,03*	-0,10*
Slovakia	0,01	-0,02*
Turkey	-0,02*	-0,02
Ukraine	0,01	0,01
Age of respondent	***0,41*** *	0,05*
Gender (female)	0,14*	-0,09*
At least one parent have higher education	-0,08*	-0,05*
At least one is an immigrant	0,02*	0,02*
Father was absent when respondent was 14	0,00	-0,02*
Mother was absent when respondent was 14	0,00	0,00
At least one parent was a supervisor when respondent was 14	-0,03*	-0,04*

Control of age, gender and parental socialization variables makes Russia more distinct from the other European countries than it looks under the country means comparison (without such a control)

Since Russia is a reference group the significant coefficients demonstrate how living in other country (compared to living in Russia) effects the respondents values

* - coefficient significant at p<0,001

Different value dimensions are determined by different causes: COUNTRY OF LIVING and AGE are the two best single predictors of the individual scores on value dimensions

Quality of linear regression models (R-squares):

Dependent variables	Model 1	Model 2	Model 3
	Independent variables		
	only COUNTRY of living	only AGE	country and age and other characteristics
Openness to Change – Conservation	$R^2= 0.04$	$R^2= 0.18$	$R^2= 0.25$
Self-Transcendence – Self-Enhancement	$R^2= 0.20$	$R^2= 0.003$	$R^2= 0.22$

- COUNTRY OF LIVING is the best single predictor for *Self-Transcendence – Self-Enhancement values,* but not for *Openness to Change – Conservation values.*
- The respondent's AGE is the best single predictor for *Openness to Change – Conservation values*.

Coming back to our discussion on within- and between-country variation we can now conclude that *between-country* differences are more salient along the Self-Transcendence-Self-Enhancement value axis.

As to the Openness to Change – Conservation the influence of the country of living is a minor one and the single most influential predictor of this value dimension is the respondent's age (which has only minor influence on Self-Transcendence-Self-Enhancement). And because each country has all the ages the *within-country* variation on Openness-Conservation becomes the remarkable one.

Conclusion

1. **Between-country** statistically significant differences in basic values do exist among European countries. But by Inglehart criterion (two standard deviations between country means) the differences mentioned are rather small.

2. The clustering of Europeans based solely on their values (and ignoring their nationality) creates the useful instrument to combine the analysis of **within-** and **between-country** value variation.

Conclusion (continued)

3. In Europe the value dimension Self-Transcendence-Self-Enhancement is more vulnerable to **between-country variation** than Openness to change-Conservation. The Openness to change-Conservation dimension is more vulnerable to differences of individual age and the whole range of age differences is available **within each country**.

References

- **Magun V., Rudnev M. Basic Human Values: Similarities and Dissimilarities between Russians and Other Europeans //The Russian Public Opinion Herald, 2008, №1 (93). P.33-58 (in Russian).**

- **Magun V., Rudnev M. The Life Values of the Russian Population. Similarities and Differences in Comparison with Other European Countries // Sociological Research. Vol. 49, № 4, July–August 2010, pp. 3–57. (in English)**

Thanks for your attention!