The Creative Class and Subjective Well-Being: Multilevel Analysis

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Research question

- Does belonging to the creative class make people happier and if it is so why?

Theoretical background

- In 2002 Florida postulated the rise of the creative class as a distinctive feature of postindustrial knowledge societies
- Inspiring, fulfilling, well-paid job
- The lifestyle of the creative class

Previous findings at the macro-level

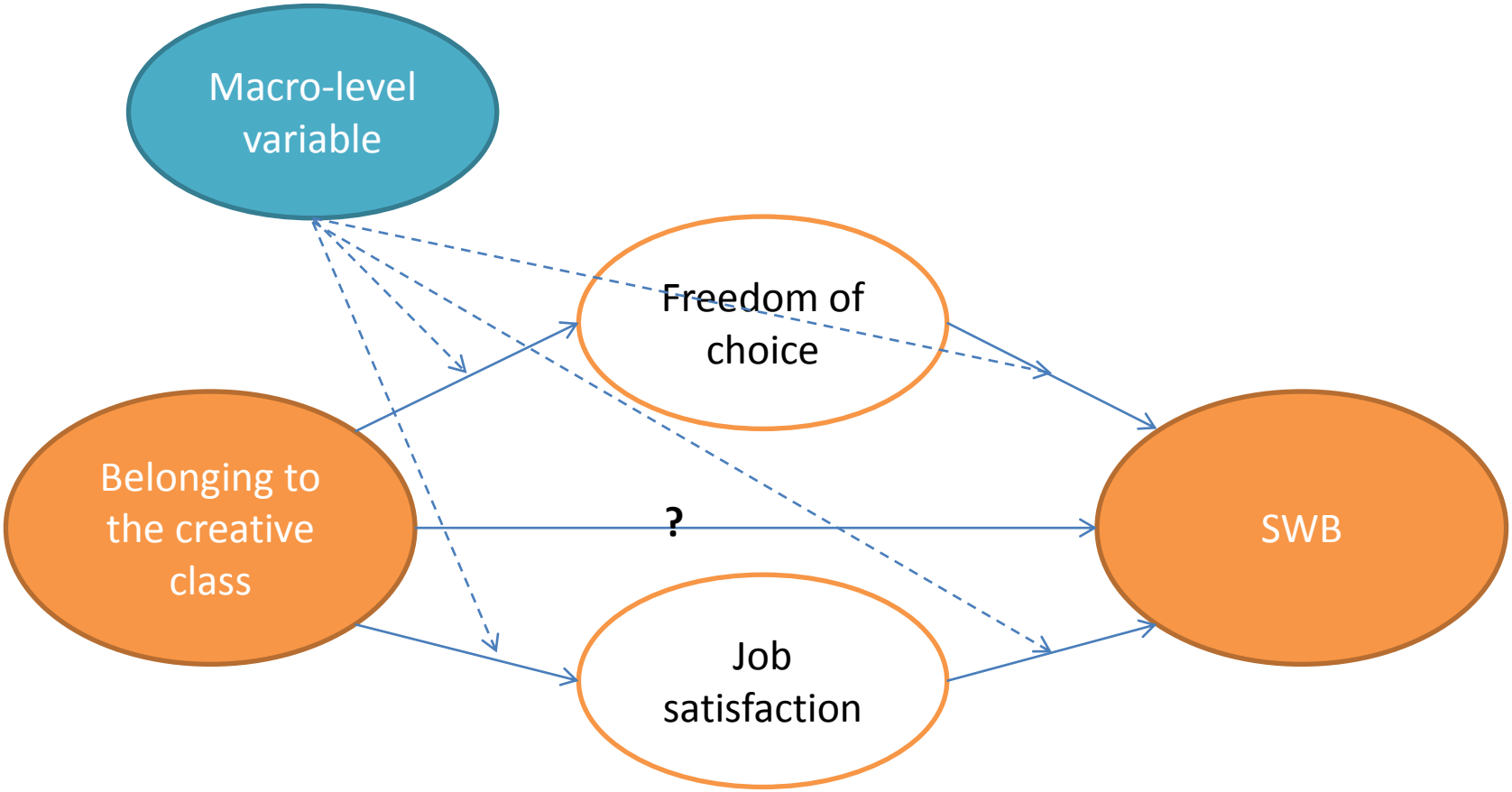
- Mellander et al. (2012)

	Partial correlations controlling for GDP per capita		
	All countries	Low income	High income
Creative class	0.10	–0.31**	0.72***
Service class	0.05	0.33**	–0.57***
Manufacturing class	–0.05	0.15	–0.37*

Theoretical background

- The revised theory of modernization (Inglehart&Welzel, 2005, Welzel, 2013)
- Welzel (2012) has demonstrated that the rise of emancipative values is consistent with such job characteristics as creativity, intellectuality and autonomy.
- Freedom of choice/ Feelings of agency is positively related with SWB (Inglehart et al., 2008, Welzel & Inglehart, 2010)

Model


Macro-level variable
Freedom of choice
Belonging to the creative class
?
SWB
Job satisfaction

Hypotheses

- H1. Representatives of creative class are more likely to be happier than representatives of service and manufacturing classes
- H2. Job satisfaction mediates the relationship between belonging to the creative class and SWB
- H2.1 The mediation effect of job satisfaction is expected to be full in less tolerant authoritarian societies with low GDP per capita and industrial economy
- H2.2 The mediation effect of job satisfaction is expected to be partial in tolerant democratic societies with high GDP per capita and knowledge economy
- H3. Freedom of choice partially mediates the relationship between belonging to the creative class and SWB
- H3.1 The mediation effect of freedom of choice will be stronger in tolerant democratic societies with high GDP per capita and knowledge economy

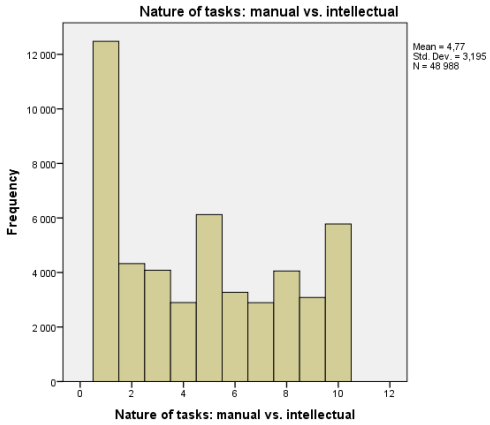
Data base

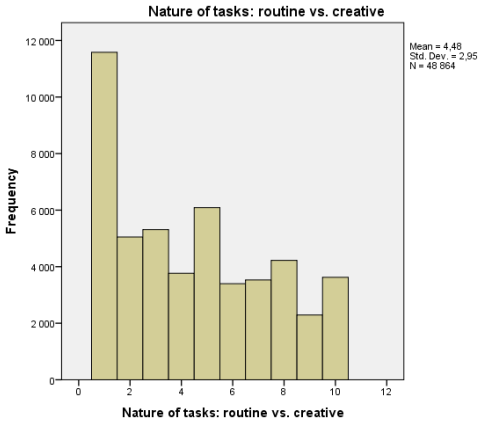
- WVS, 5th wave

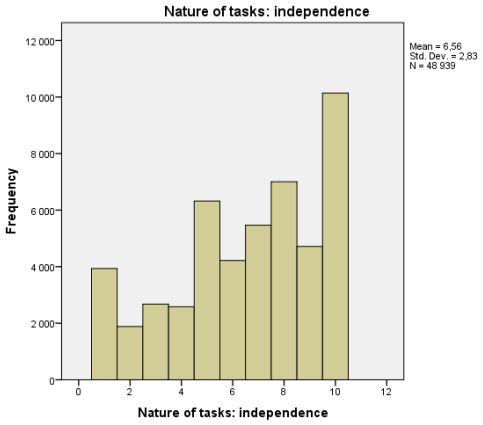
52 countries (Colombia, Guatemala, Iraq, Hong Kong, New Zealand are excluded)

- Are the tasks you do at work mostly manual or mostly intellectual?
- Are the tasks you perform at work mostly routine tasks or mostly creative tasks?
- How much independence do you have in performing your tasks at work?

Distribution







Correlations

	Nature of tasks: routine vs. creative	Nature of tasks: manual vs. intellectual	Nature of tasks: independence
routine vs. creative	1	,446**	,246**
manual vs. intellectual	,446**	1	,159**
independence	,246**	,159**	1

Component matrix

	Component
manual vs. intellectual	,776
routine vs. creative	,822
independence	,556
Extraction Method: Principal Component Analysis	

Variables

- Independent variables

Creative (0-1)

Intellectual (0-1)

Independence (0-1)

Creative Class Index (weighted)

- Controls. Education and Income
- Dependent variable. SWB – composed index of two measurements: happiness and life satisfaction (0-1)

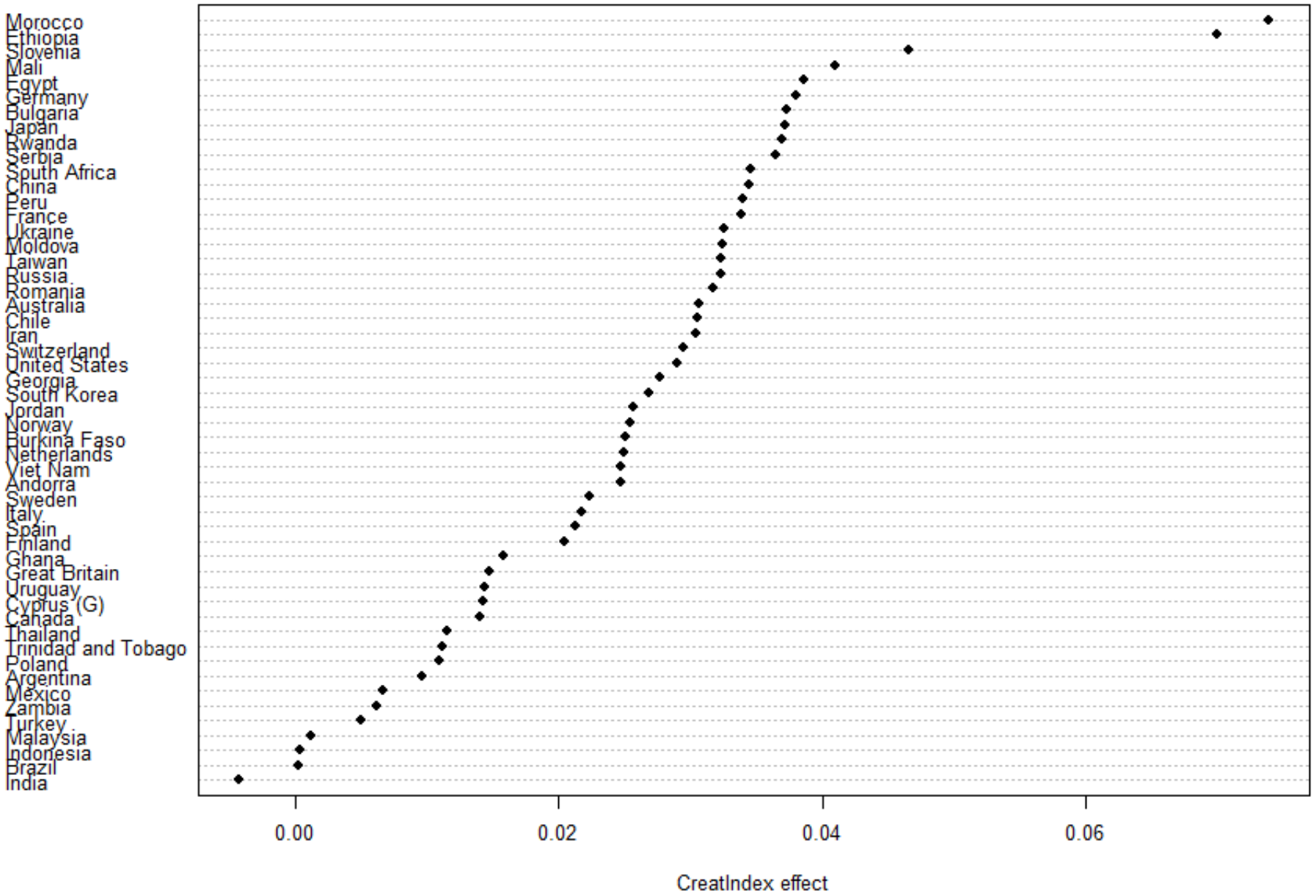
Models with index

Random effects

	Variance	Std.Dev.	Corr	Variance	Std.Dev.	Corr
(Intercept)	0.0055	0.074		0.0055	0.074	
creat_ind	0.0003	0.016	-0.438	0.0002	0.015	-0.556

Fixed effects

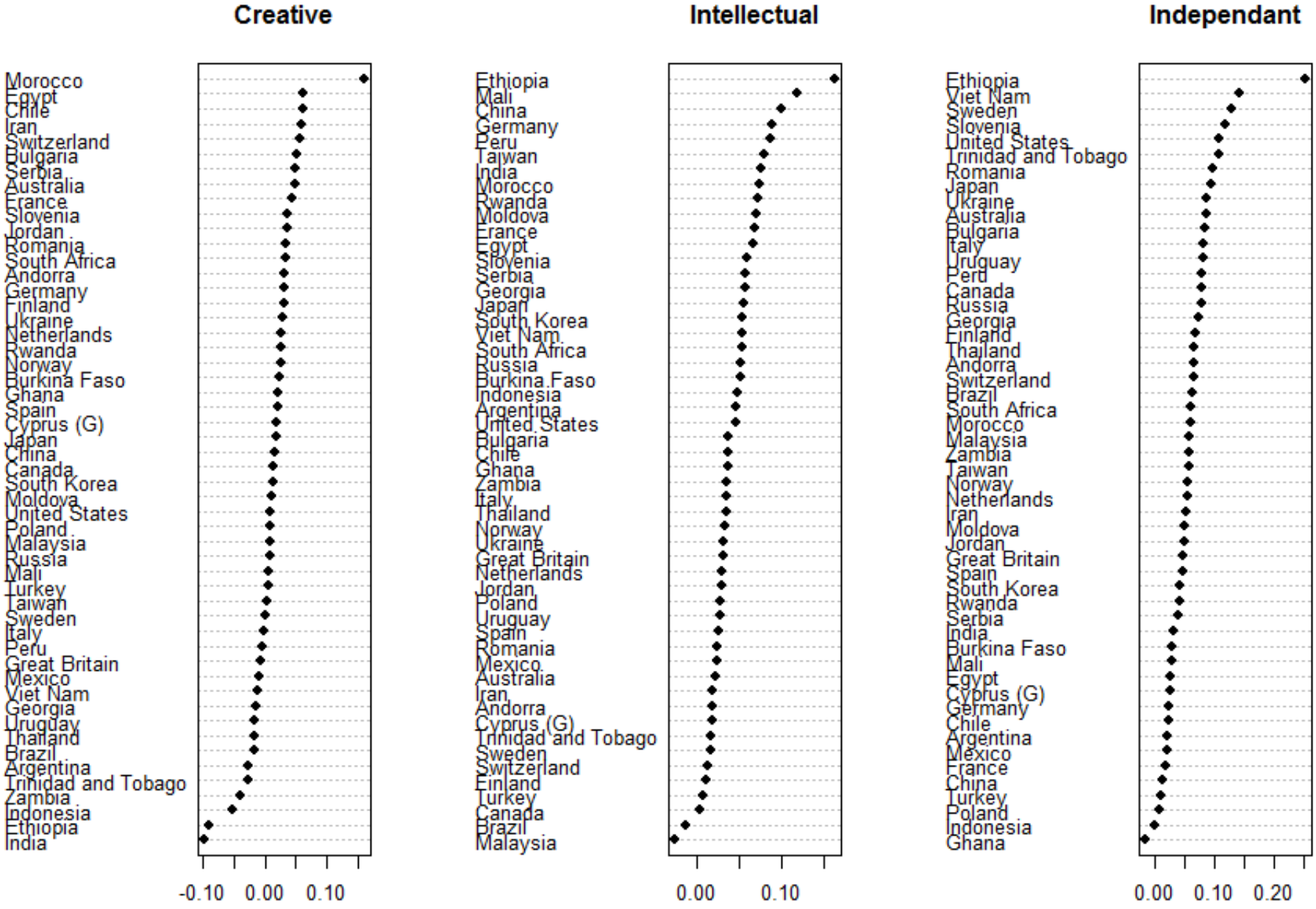
	Estimate	t value	Estimate	t value
(Intercept)	0.675	65.22	0.463	39.08
creat_ind	0.026	10.27	0.009	3.60
inc			0.022	48.02
eduIncPrimari			-0.038	-9.63
eduIncsecondary			-0.010	-2.95
eduIncUniversity			-0.001	-0.42


Morocco
Ethiopia
Slovenia
Mali
Egypt
Germany
Bulgaria
Japan
Rwanda
Serbia
South Africa
China
Peru
France
Ukraine
Moldova
Taiwan
Russia
Romania
Australia
Chile
Iran
Switzerland
United States
Georgia
South Korea
Jordan
Norway
Burkina Faso
Netherlands
Viet Nam
Andorra
Sweden
Italy
Spain
Finland
Ghana
Great Britain
Uruguay
Cyprus (G)
Canada
Thailand
Trinidad and Tobago
Poland
Argentina
Mexico
Zambia
Turkey
Malaysia
Indonesia
Brazil
India
0.00
0.02
0.04
0.06
CreatIndex effect

Models with separate use

Fixed effects

	Estimate	t value	Estimate	t value
(Intercept)	0.547	31.83	0.408	39.08
creative	0.014	2.00	-0.001	-0.16
intellectual	0.044	7.39	0.005	0.89
independ	0.060	8.11	0.046	6.42
inc			0.022	47.59
eduIncPrimari			-0.041	-10.29
eduIncsecondary			-0.013	-3.96
eduIncUniversity			-0.003	-1.08


Creative
Morocco
Egypt
Chile
Iran
Switzerland
Bulgaria
Serbia
Australia
France
Slovenia
Jordan
Romania
South Africa
Andorra
Germany
Finland
Ukraine
Netherlands
Rwanda
Norway
Burkina Faso
Ghana
Spain
Cyprus (G)
Japan
China
Canada
South Korea
Moldova
United States
Poland
Malaysia
Russia
Mali
Turkey
Taiwan
Sweden
Italy
Peru
Great Britain
Mexico
Viet Nam
Georgia
Uruguay
Thailand
Brazil
Argentina
Trinidad and Tobago
Zambia
Indonesia
Ethiopia
India
-0.10
0.00
0.10
Intellectual
Ethiopia
Mali
China
Germany
Peru
Taiwan
India
Morocco
Rwanda
Moldova
France
Egypt
Slovenia
Serbia
Georgia
Japan
South Korea
Viet Nam
South Africa
Russia
Burkina Faso
Indonesia
Argentina
United States
Bulgaria
Chile
Ghana
Zambia
Italy
Thailand
Norway
Ukraine
Great Britain
Netherlands
Jordan
Poland
Uruguay
Spain
Romania
Mexico
Australia
Iran
Andorra
Cyprus (G)
Trinidad and Tobago
Sweden
Switzerland
Finland
Turkey
Canada
Brazil
Malaysia
0.00
0.10
Independant
Ethiopia
Viet Nam
Sweden
Slovenia
United States
Trinidad and Tobago
Romania
Japan
Ukraine
Australia
Bulgaria
Italy
Uruguay
Peru
Canada
Russia
Georgia
Finland
Thailand
Andorra
Switzerland
Brazil
South Africa
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Malaysia
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Norway
Netherlands
Iran
Moldova
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Great Britain
Spain
South Korea
Rwanda
Serbia
India
Burkina Faso
Mali
Egypt
Cyprus (G)
Germany
Chile
Argentina
Mexico
France
China
Turkey
Poland
Indonesia
Ghana
0.00
0.10
0.20

Macro-level variables

- GDP per capita
- GDP growth rate
- Unemployment
- Percent in Services
- Bureaucracy Quality
- Level of democracy
- HDI index
- Years of Schooling among adults
- Postmaterialism index
- Survival/Self-expression values
- Traditional/Secular rational values
- Tolerance

The model with cross-level interaction

Fixed effects

	Estimate	t value	Estimate	t value	Estimate	t value
(Intercept)	.6832		0.6775		0.6773	
creat_ind	.0083	0.28	0.0219	8.99	0.0234	9.63
creatXlogGDP	.0018	0.66				
creatXGDPgr	-.0001	-0.10				
creatXUnemploy	.0002	0.40				
creatXTolerance			0.009	3.30		
creatXsurvself					0.0073	2.08
creatXtradrat					0.0065	1.87

Thank you for your attention!