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)
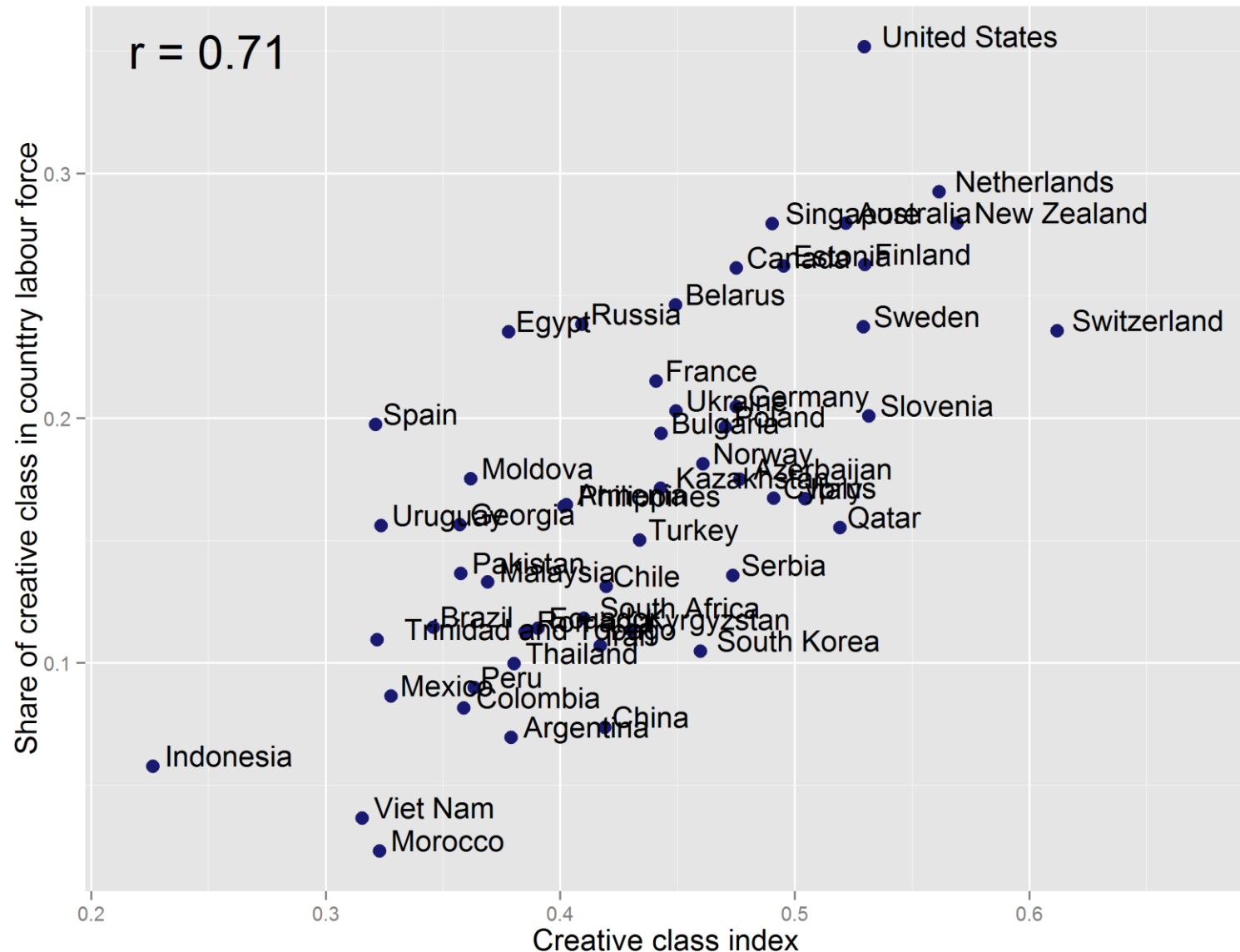
Model
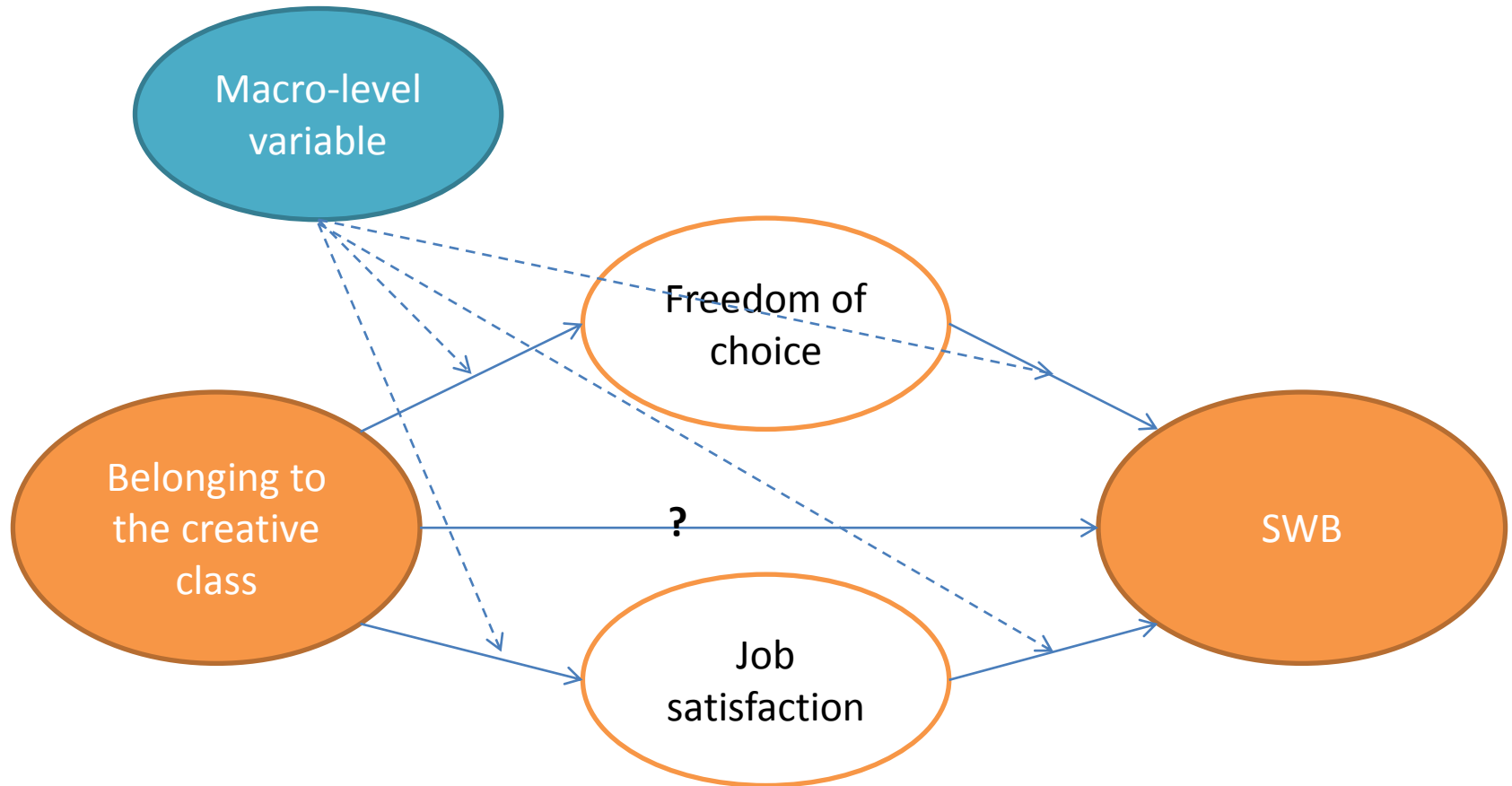
Data base I

- WVS, 5-6 waves, 57 countries
- SWB – composed index of two measurements: happiness and life satisfaction
- The creative class index (0-1):

  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?

  (Independence, Education)

- How much freedom of choice and control you feel you have over the way your life turns out 1-10

New correlation table

	Partial correlations controlling for GDP per capita		
	All countries	Low income	High income
Creative class	–0.35*	–0.44*	–0.37
Service class	0.26	0.19	–0.16
Manufacturing class	0.30*	0.27	0.15

The creative class index (country level)
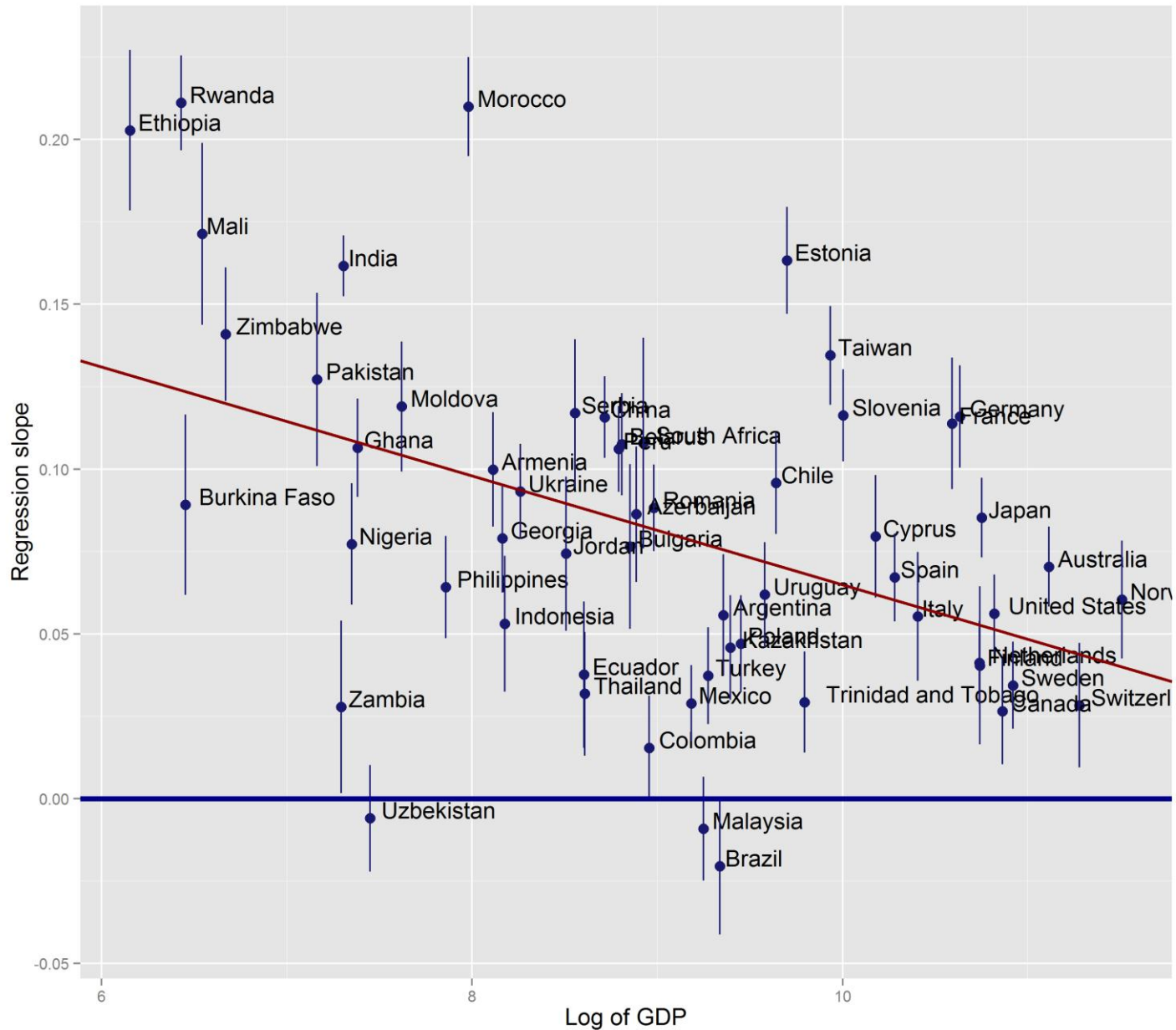
The creative class index (country level)
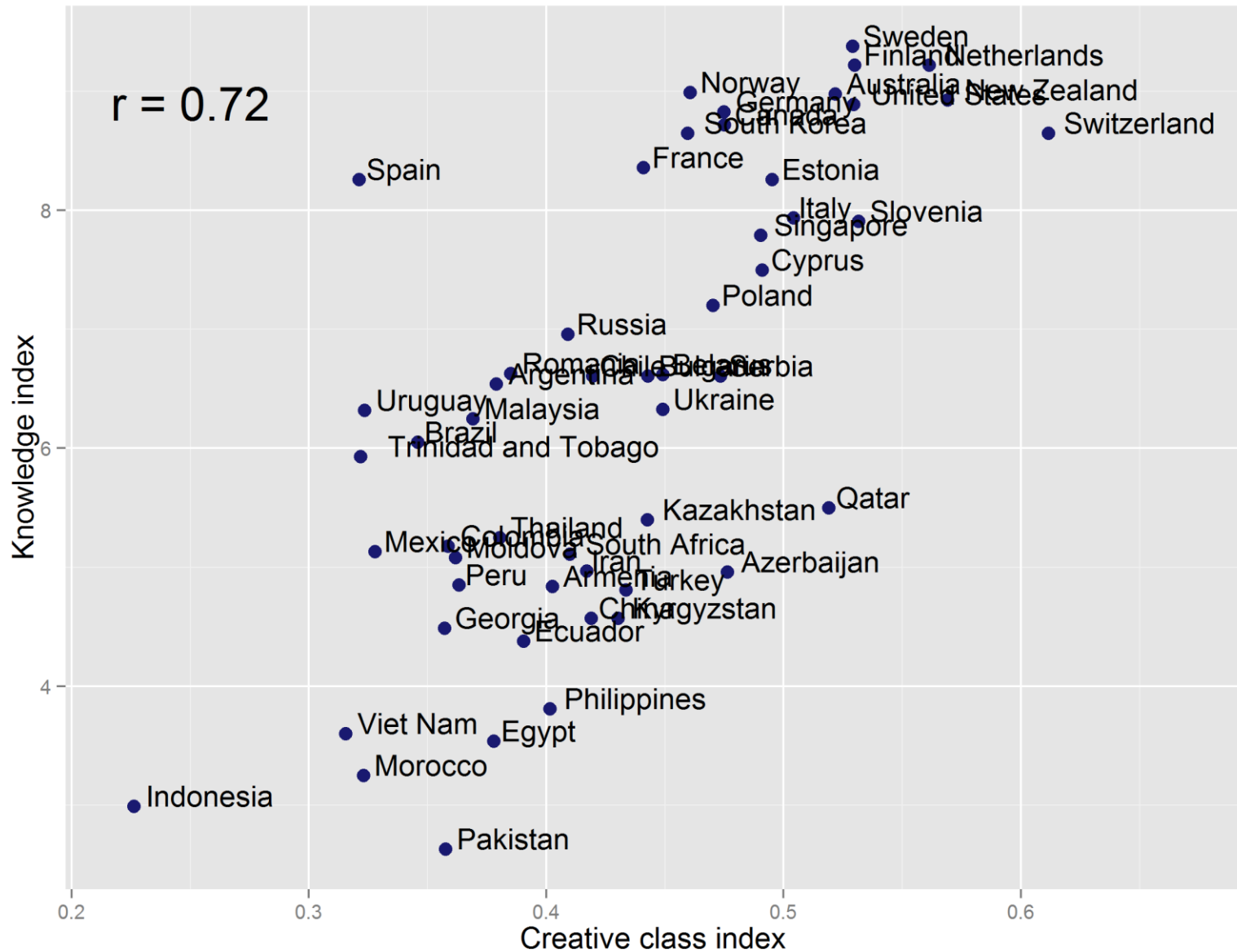
Results

|	Model 1	Model 2
(Intercept)	0.396***	0.257***
	(0.075)	(0.063)
Creative index	0.186***	0.163***
	(0.048)	(0.042)
log(GDP)	0.028***	0.025***
	(0.008)	(0.007)
Creative index: log(GDP)	-0.011*	-0.011*
	(0.005)	(0.005)
Freedom of choice		0.256***
		(0.003)
AIC	-33290.637	-39331.041
BIC	-33218.004	-39249.443
Log Likelihood	16653.319	19674.520
Deviance	-33306.637	-39349.041
Num. obs.	64804	63985
Num. groups: V2	57	57
Variance: V2.(Intercept)	0.007	0.005
Variance: V2.ind	0.003	0.002
Variance: Residual	0.036	0.032

***$p < 0.001$, **$p < 0.01$, *$p < 0.05$

Statistical models

The effects of the creative index in model 1

The effects of the creative index in model 2
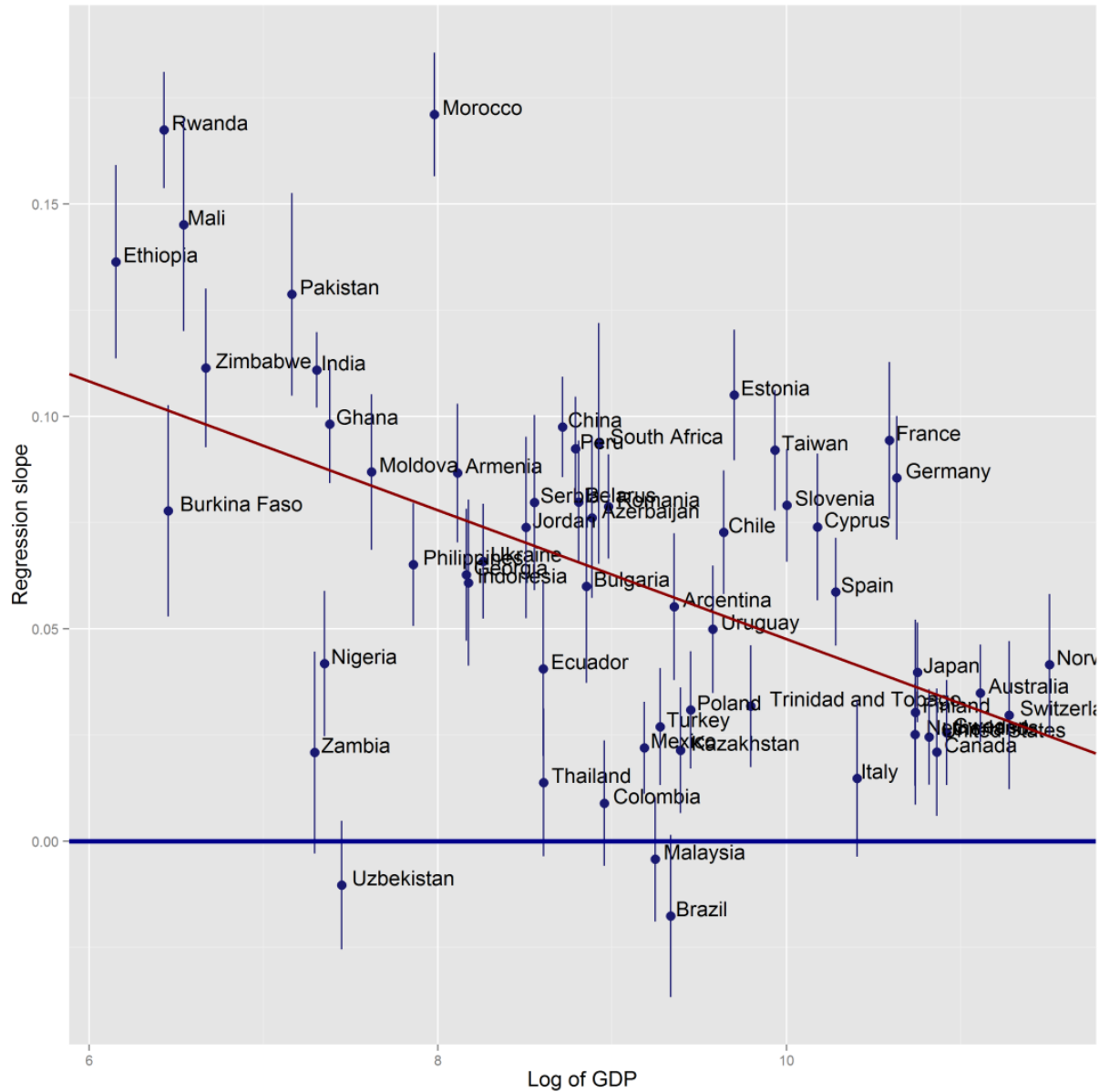
Data base and variables II

- ESS 5th wave

  27 countries

- SWB – composed index of two measurements: happiness and life satisfaction (0-1)

- The creative class index (0-1):

  There is a lot of variety in my work

  My job requires that I keep learning new things

  (1- Not at all true, 4 – Very true)

  Occupation (creative, service or working class

  by Florida's classification)

- How satisfied are you in your main job? 0-10

Results

|	Model 1	Model 2
(Intercept)	0.014	-0.072
	(0.124)	(0.114)
Creative index	0.215*	0.076
	(0.091)	(0.084)
Knowledge Index	0.079***	0.065***
	(0.015)	(0.014)
Creative index: KI	-0.014	-0.003
	(0.011)	(0.010)
Job Satisfaction		0.027***
		(0.001)
AIC	-14403.038	-16272.537
BIC	-14339.861	-16201.506
Log Likelihood	7209.519	8145.268
Deviance	-14419.038	-16290.537
Num. obs.	19873	19778
Num. groups: cntry	27	27
Variance: cntry.(Intercept)	0.004	0.003
Variance: cntry.creativeind	0.002	0.001
Variance: Residual	0.027	0.025

***$p < 0.001$, **$p < 0.01$, *$p < 0.05$

Statistical models

The effects of the creative index in model 1
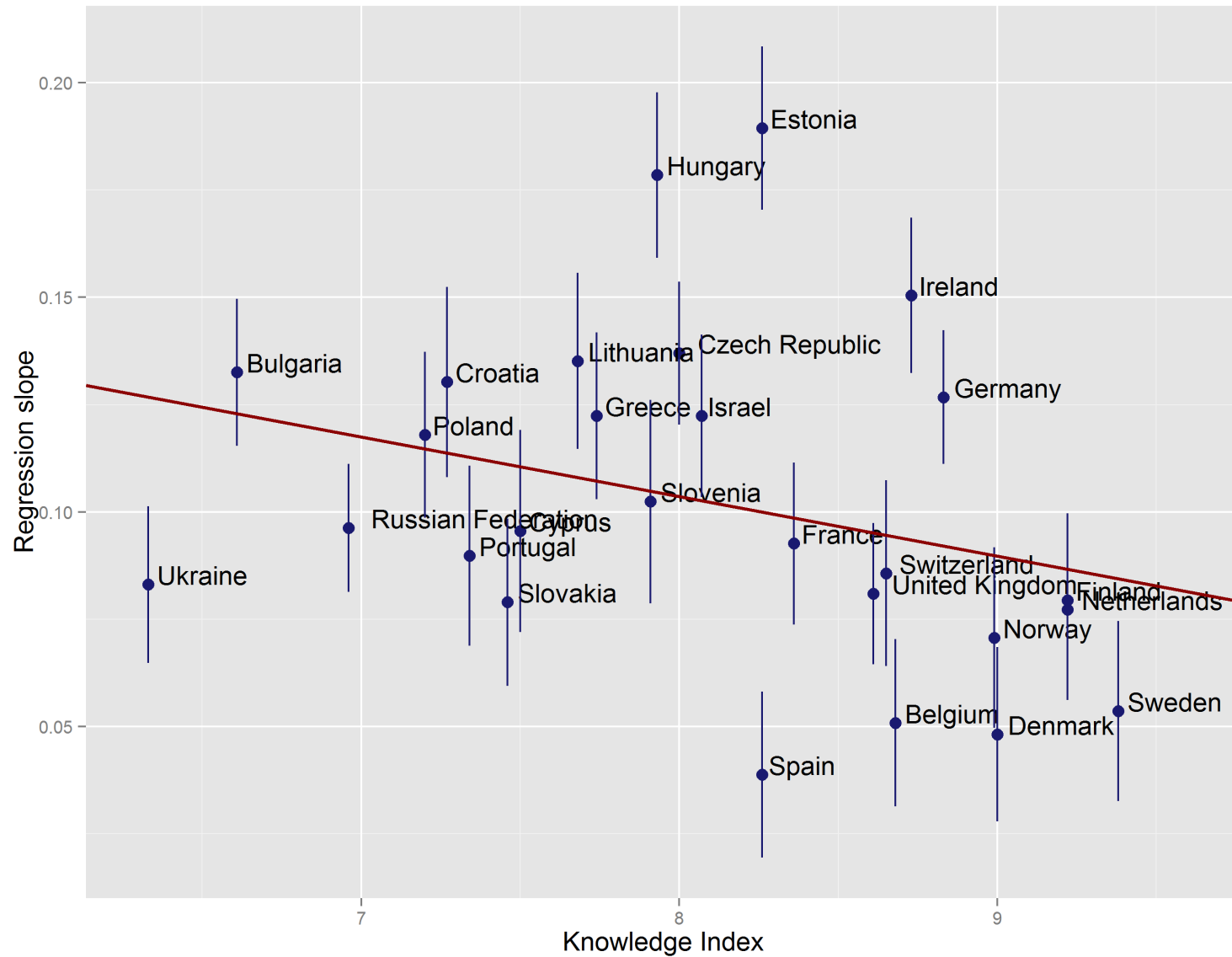
The effects of the creative index in model 2
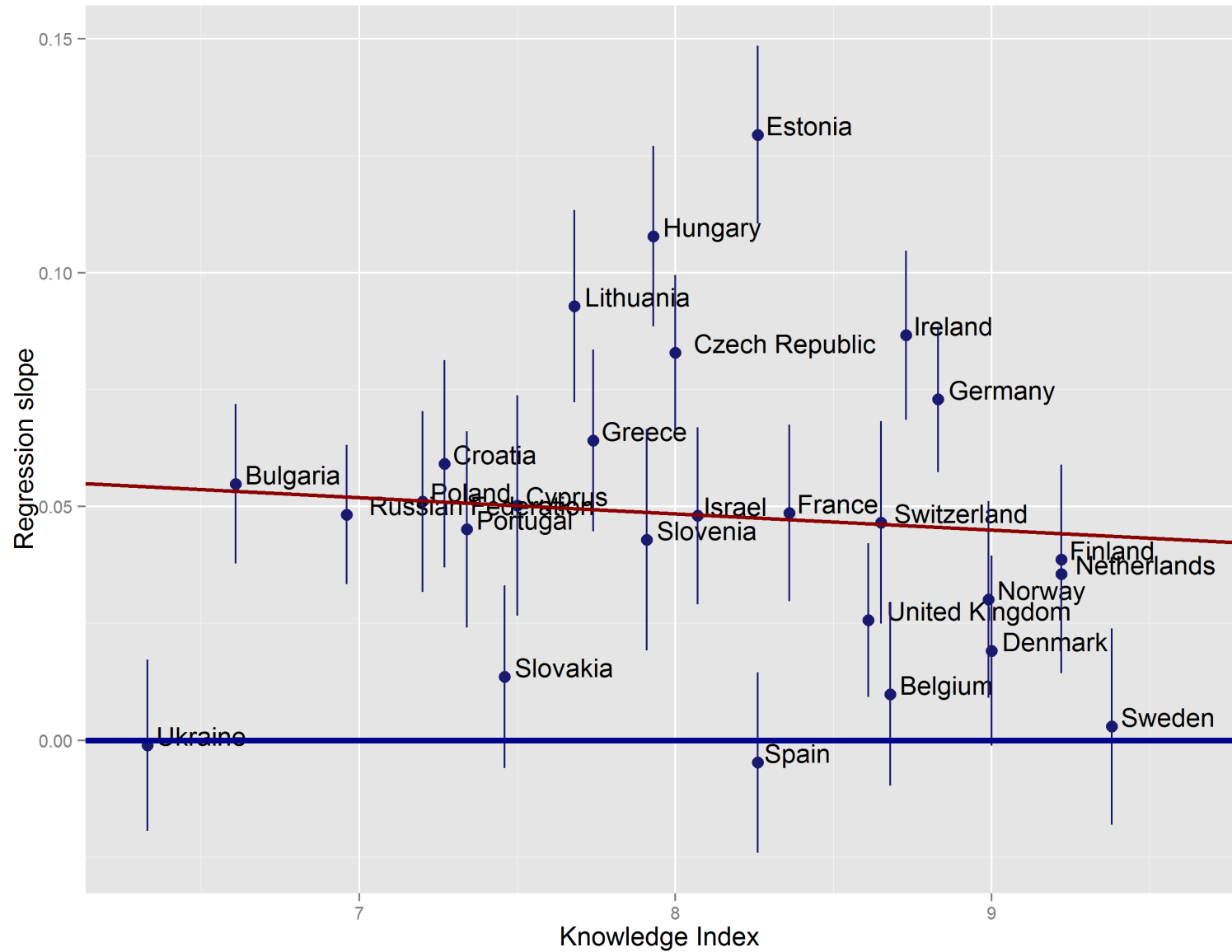
Preliminary conclusions

- Representatives of creative class are more likely to have higher SWB but the effect is small.

- Freedom of choice does not mediate the relationship between belonging to creative class and SWB.

- Job satisfaction fully mediates the relationship between belonging to creative class and SWB.

Thank you for your attention!