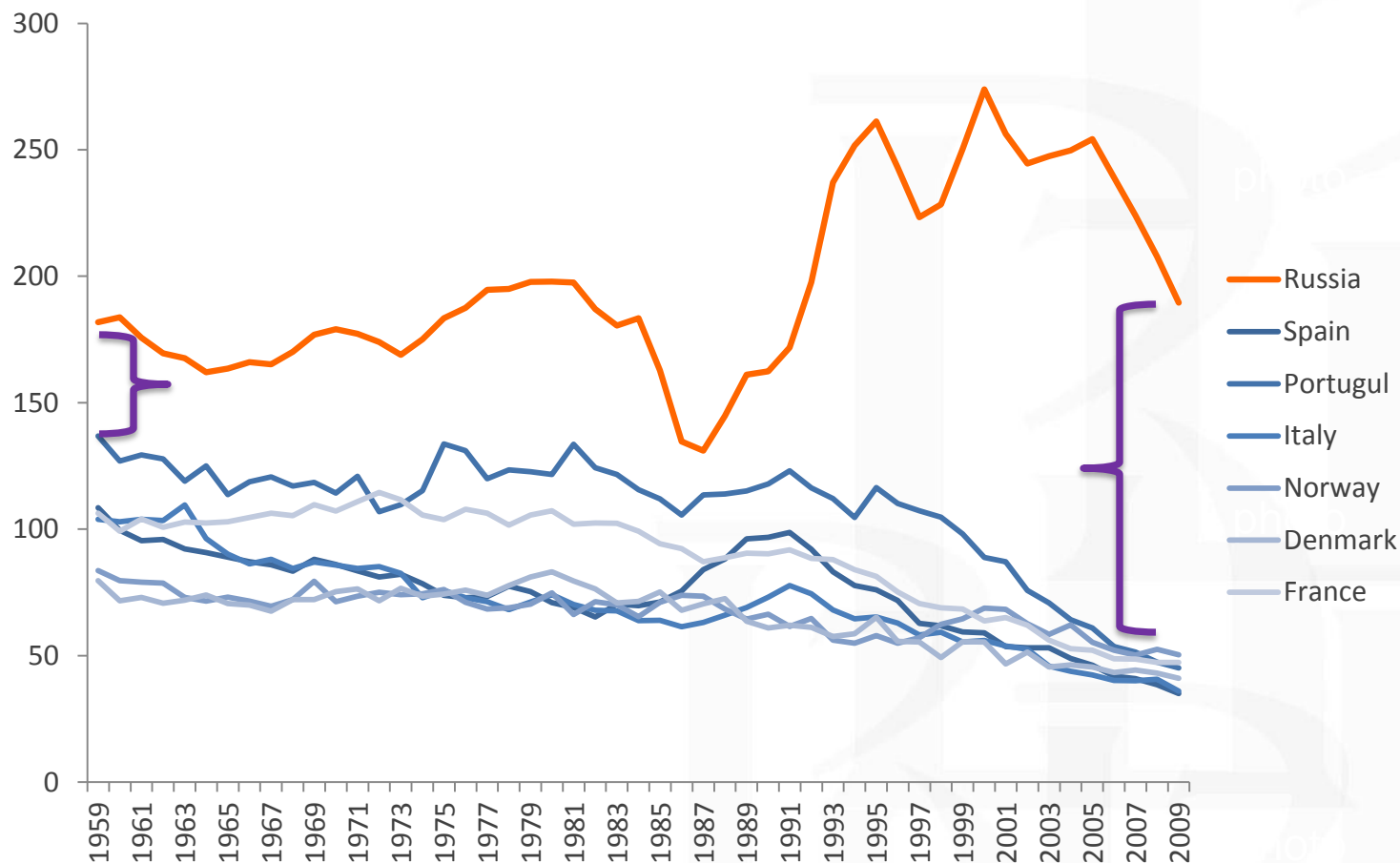


Young people values and self-preservation behavior in Russia and European countries



Standardized mortality rate at age 15-29, per 100000



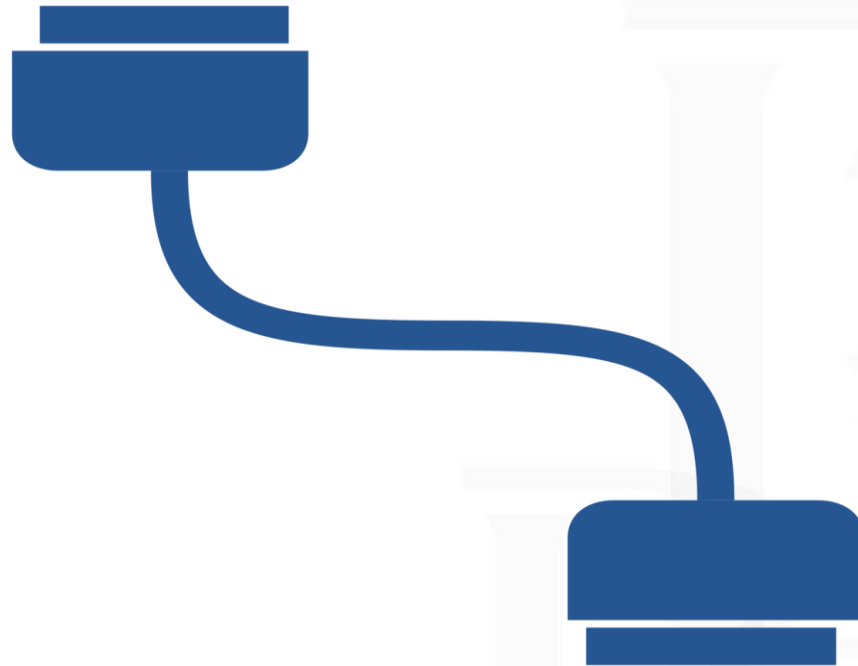
Source: HMD, 1959-2009

So why do Russian young people have higher mortality?



Aim of the research

Values



**Self-preservation
behavior**



Human Mortality database

The World Health Organization

European Social Survey (6 wave)

International Social Survey Programme

Public Opinion Foundation

Interviews with young people in Russia
(Kostromskaya oblast, August 2014)

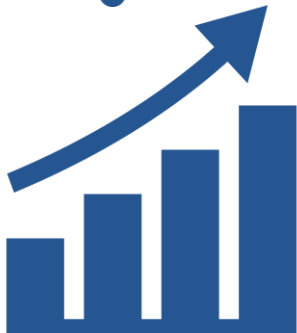
The structure of the presentation



Values

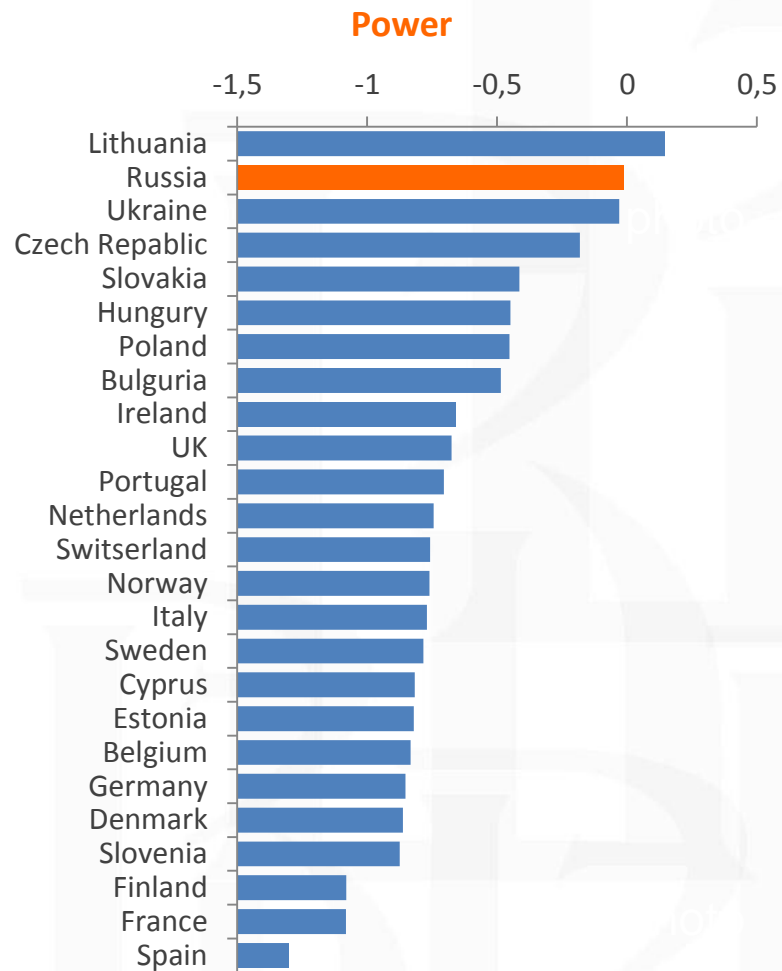
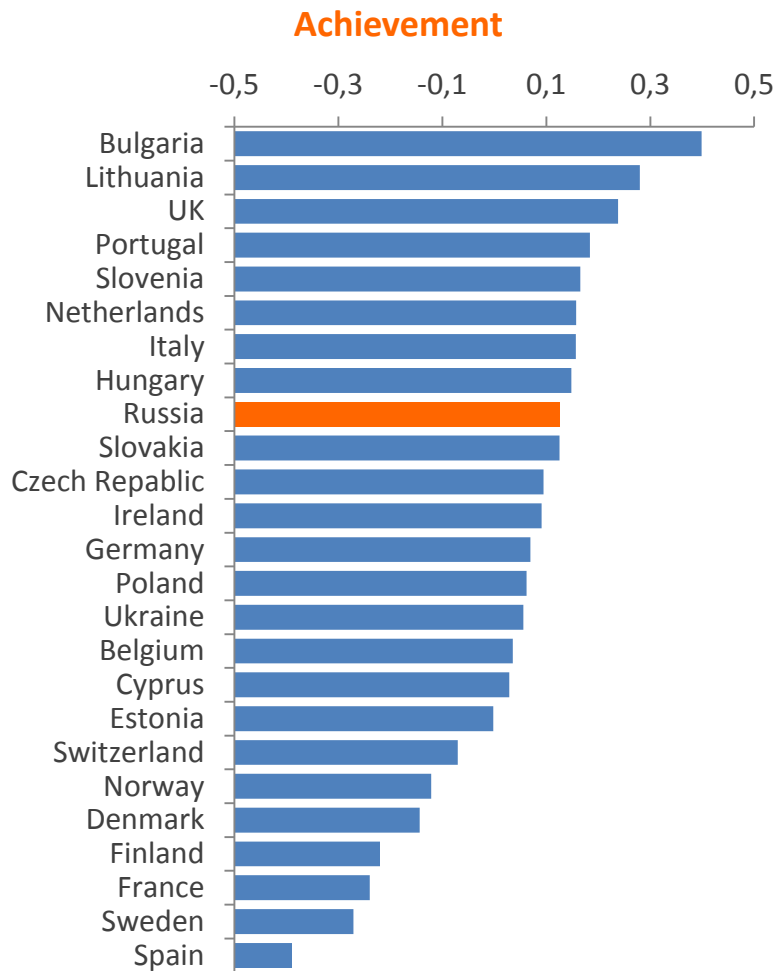


Attitude&behavior



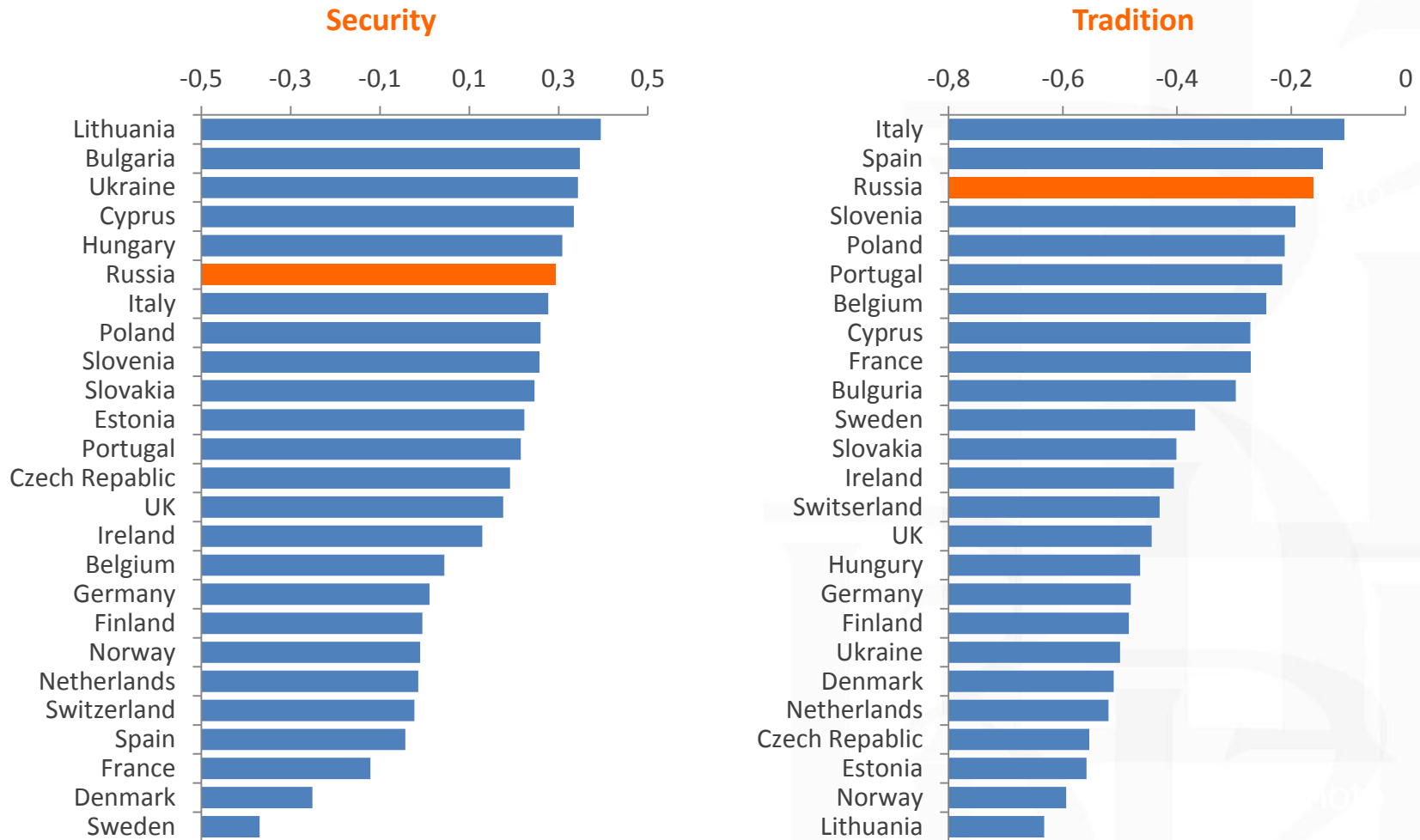
Consequences

Values: self-enhancement is important



Source: ESS-6, age 15-29

Values: security and tradition are important

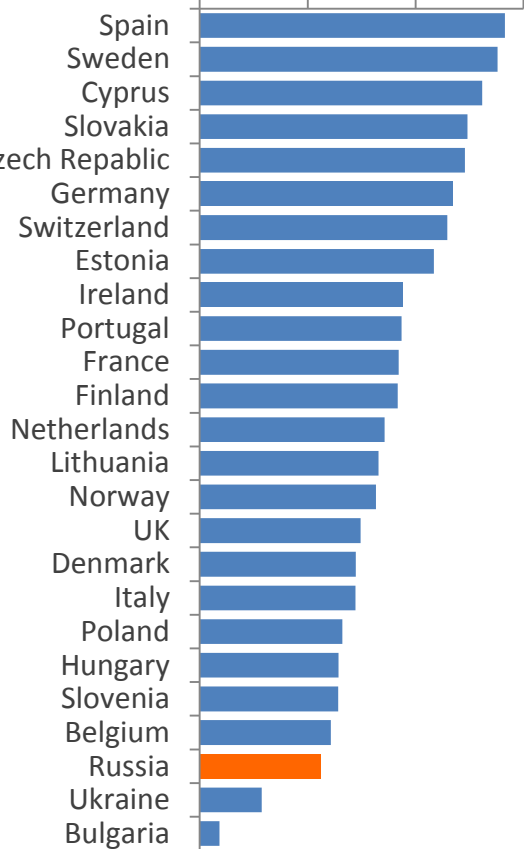


Source: ESS-6, age 15-29

Values: openness to change has low importance

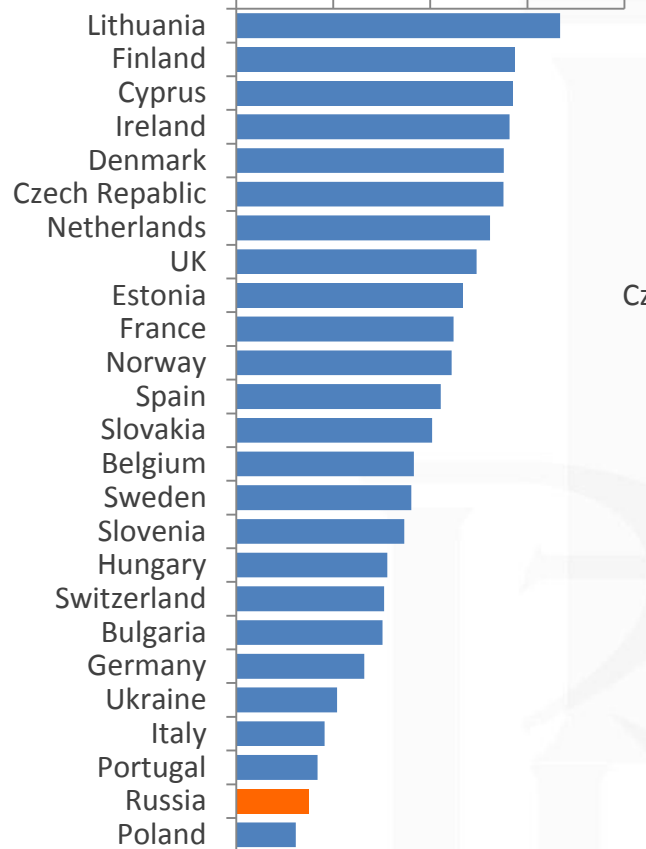
SelfDirection

0 0,2 0,4 0,6



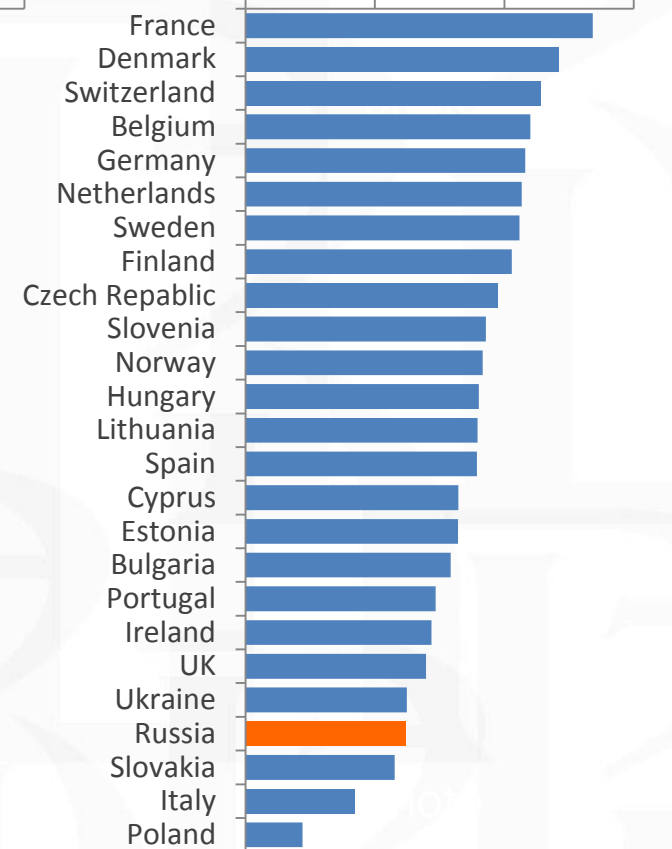
Stimulation

-0,5 -0,3 -0,1 0,1 0,3



Hedonism

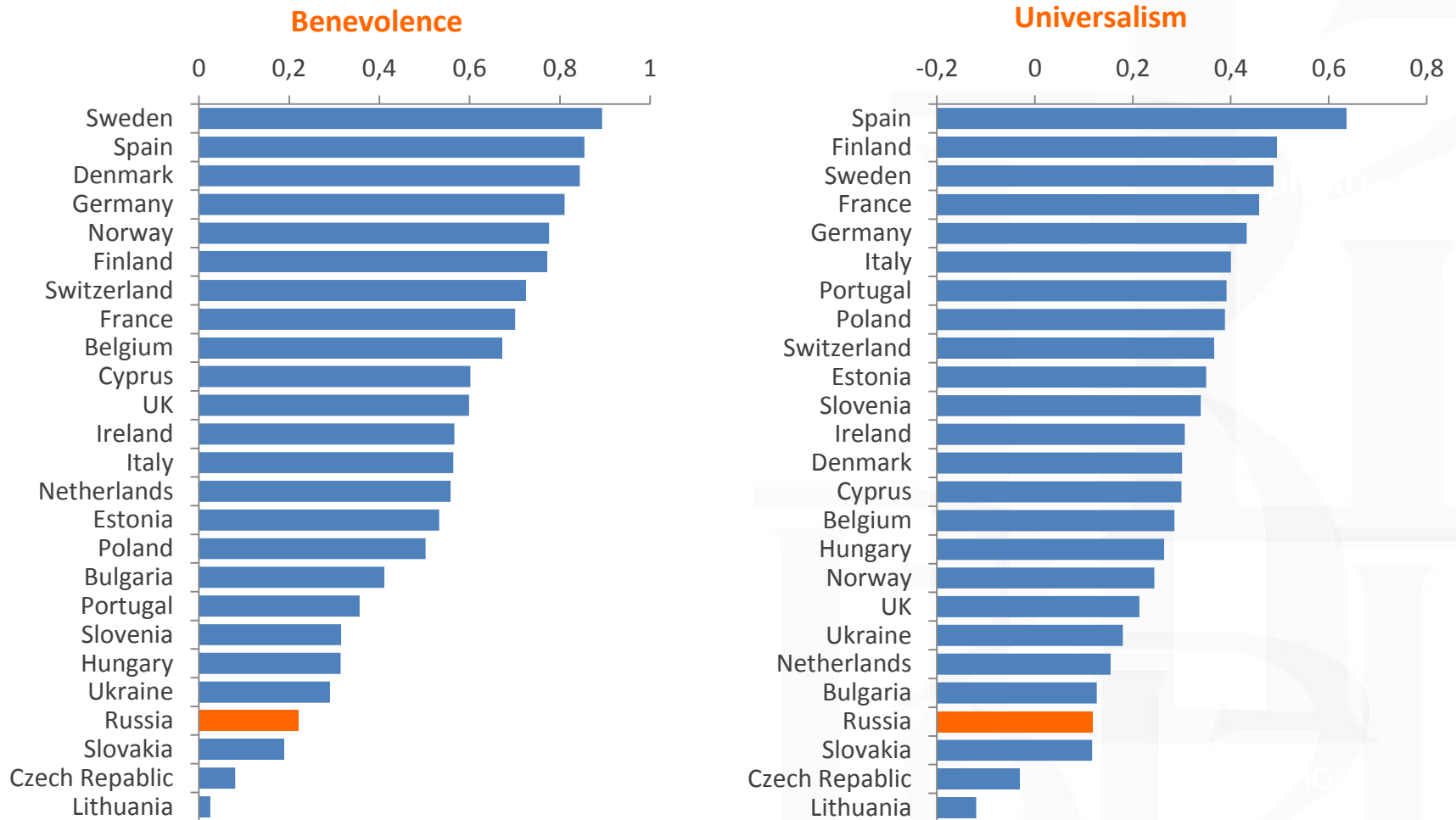
-0,7 -0,2 0,3 0,8



Source: ESS-6, age 15-29

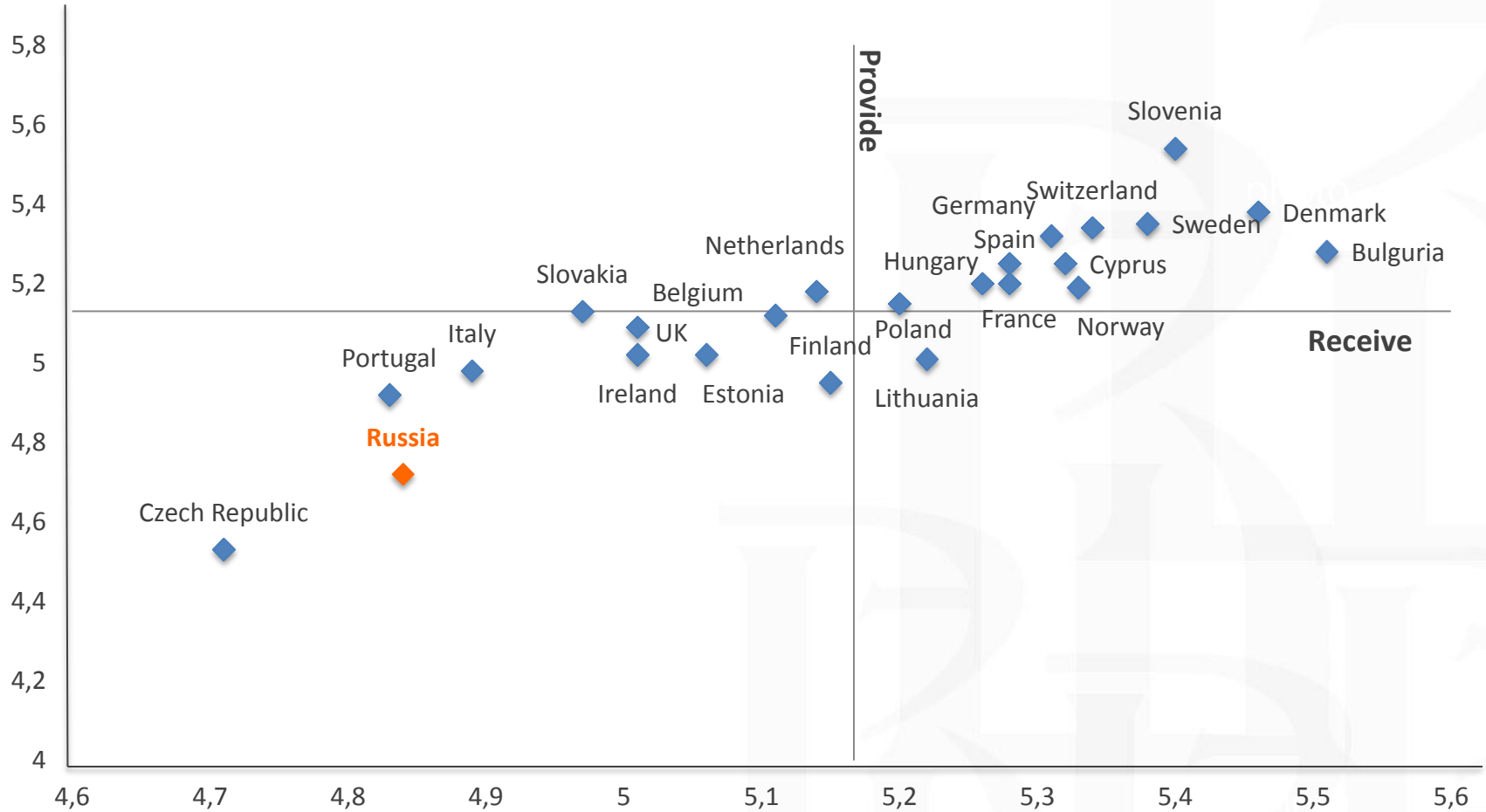
Higher School of Economics, Moscow, 2014

Values: self-transcendence has low importance



Source: ESS-6, age 15-29

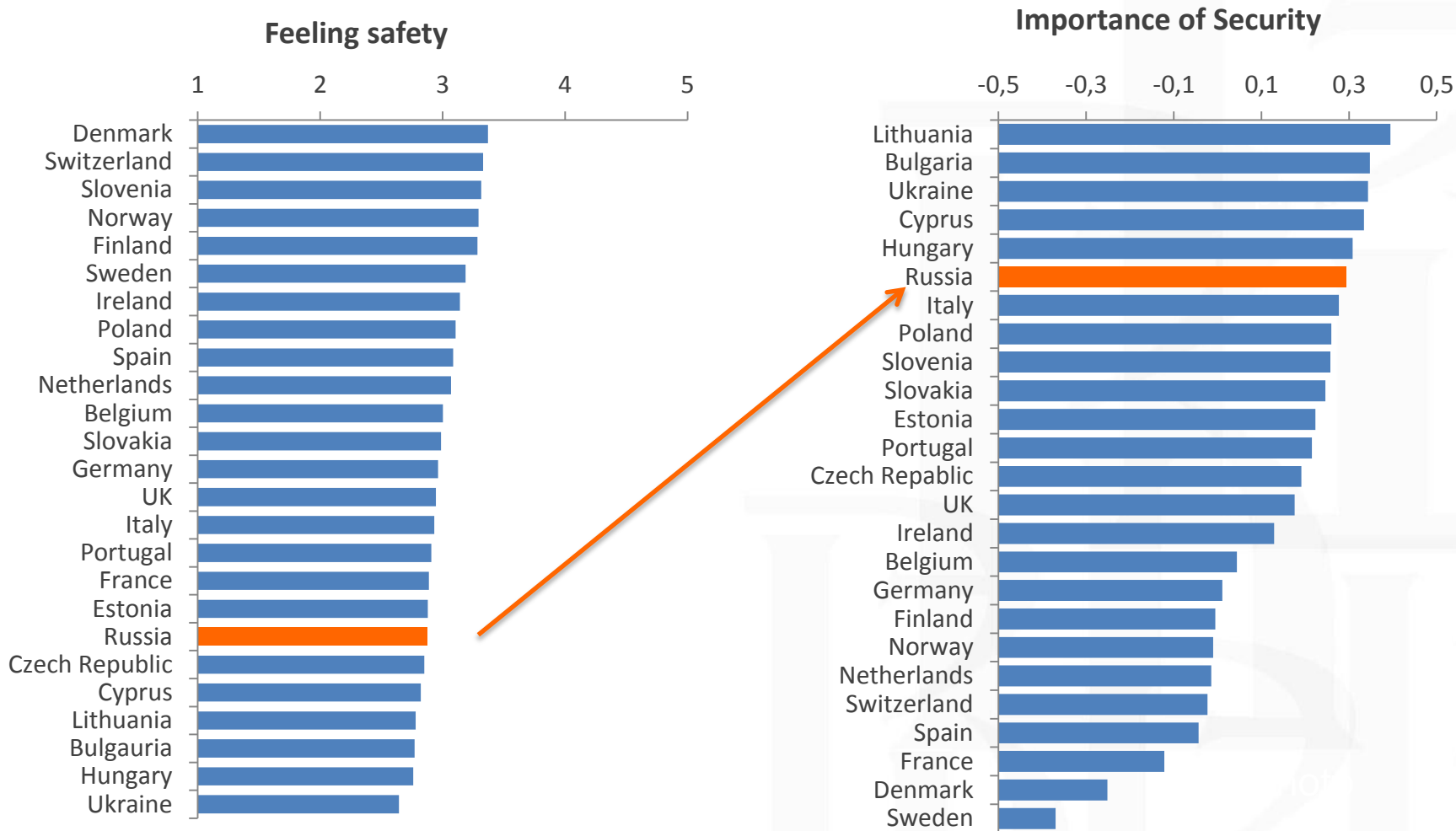
Behavior: low help and support, individualism



Source: ESS-6, age 15-29

Higher School of Economics, Moscow, 2014

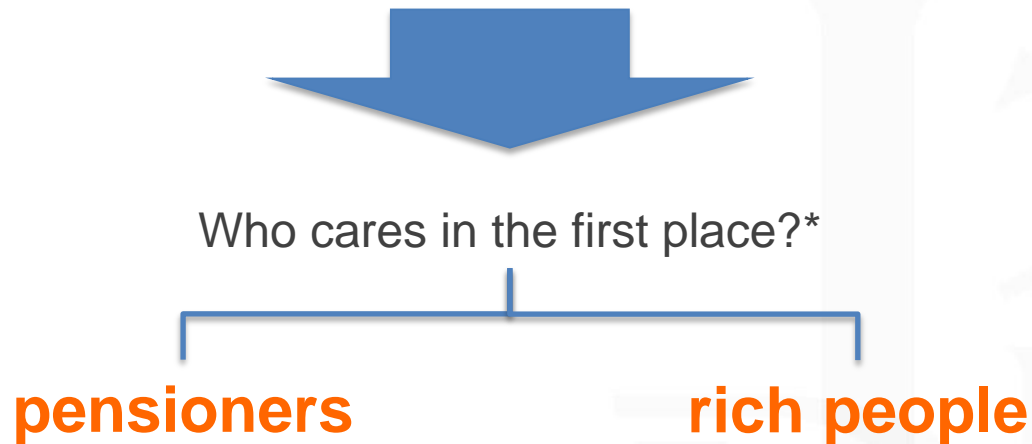
Attitude: Russian youth doesn't feel safety, but it's important for them



Source: ESS-6, age 15-29

Attitude: health for Russian youth is not such important

53% of the Russian youth don't care for their health



* Open question

Source: <http://fom.ru/Zdorove-i-sport/10984>

Attitude: values of modern youth (people's opinions)

The modern youth cares for:*



Work and career



Money and wealth

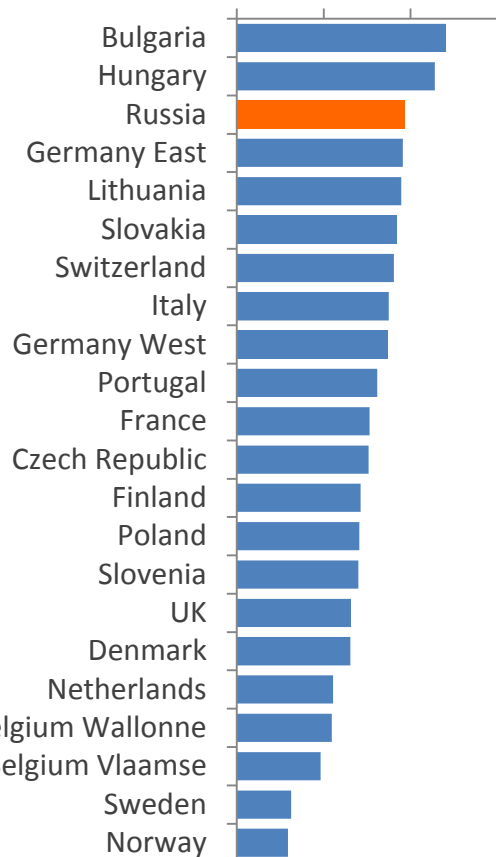
* Open question

Source: <http://fom.ru/Zdorove-i-sport/10984>

Behavior: the Russian youth doesn't support their health

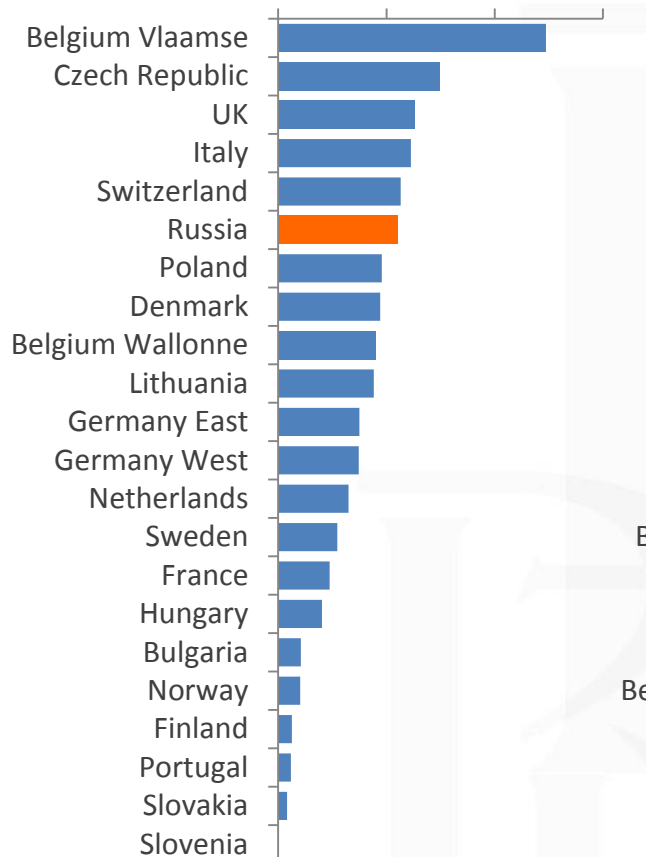
Smoking

0,0% 20,0% 40,0% 60,0%



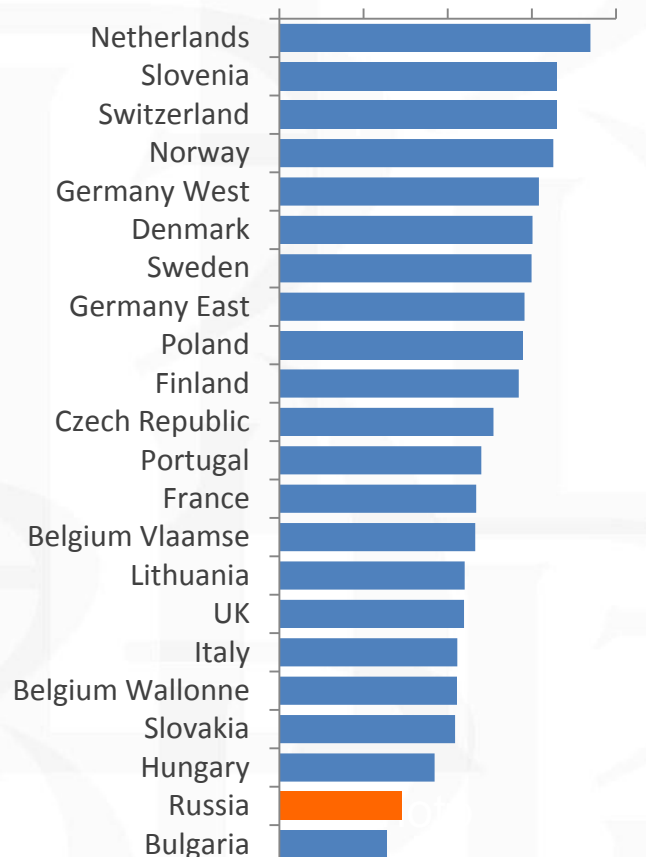
Alcohol consumption

0,0% 5,0% 10,0% 15,0%



Physical activity

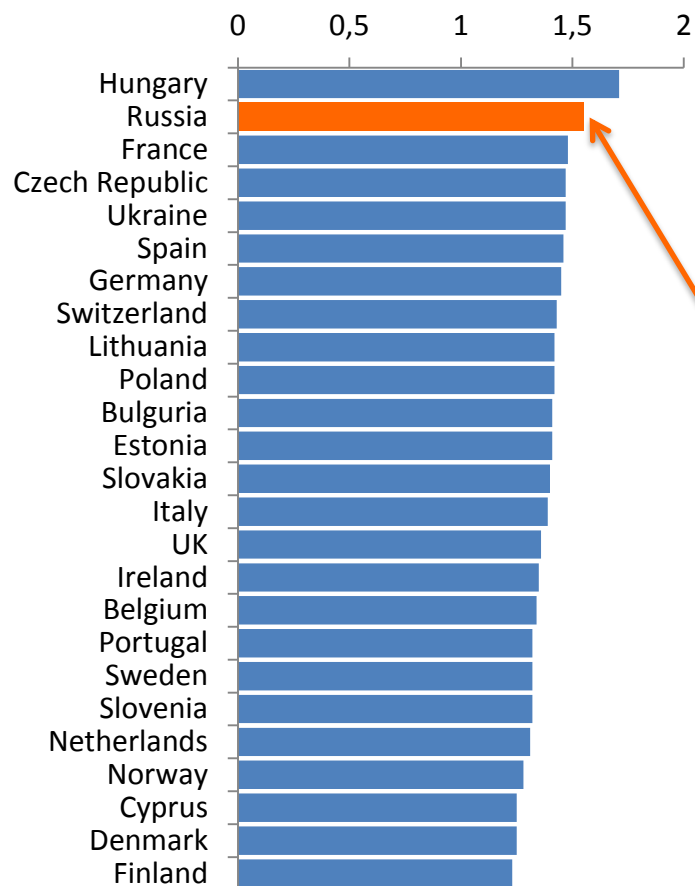
0% 20% 40% 60% 80%



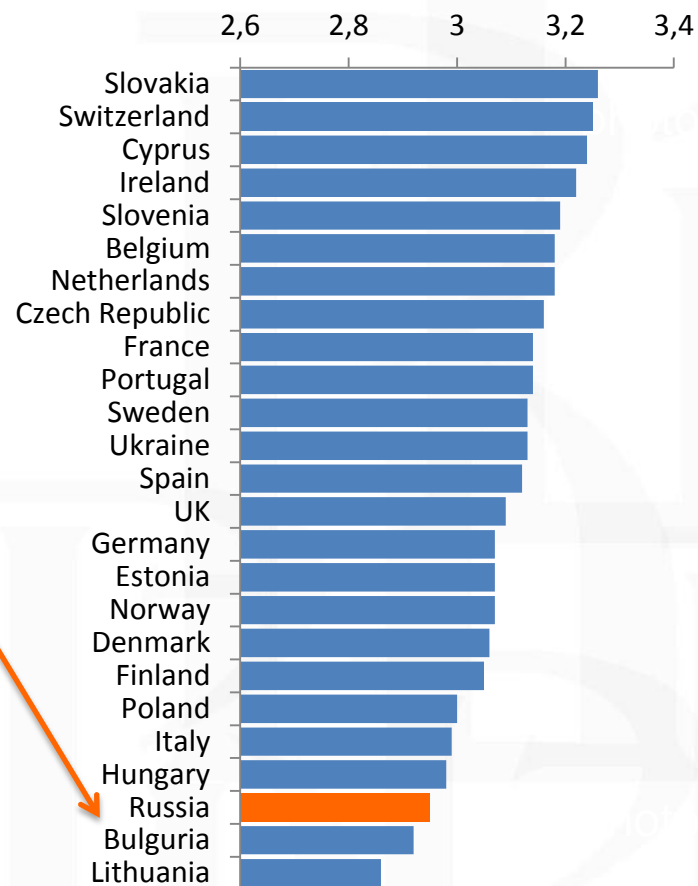
Source: ISSP 2011 (Health), 15-29

Attitude: mental health

felt depressed, how often past week (mean)

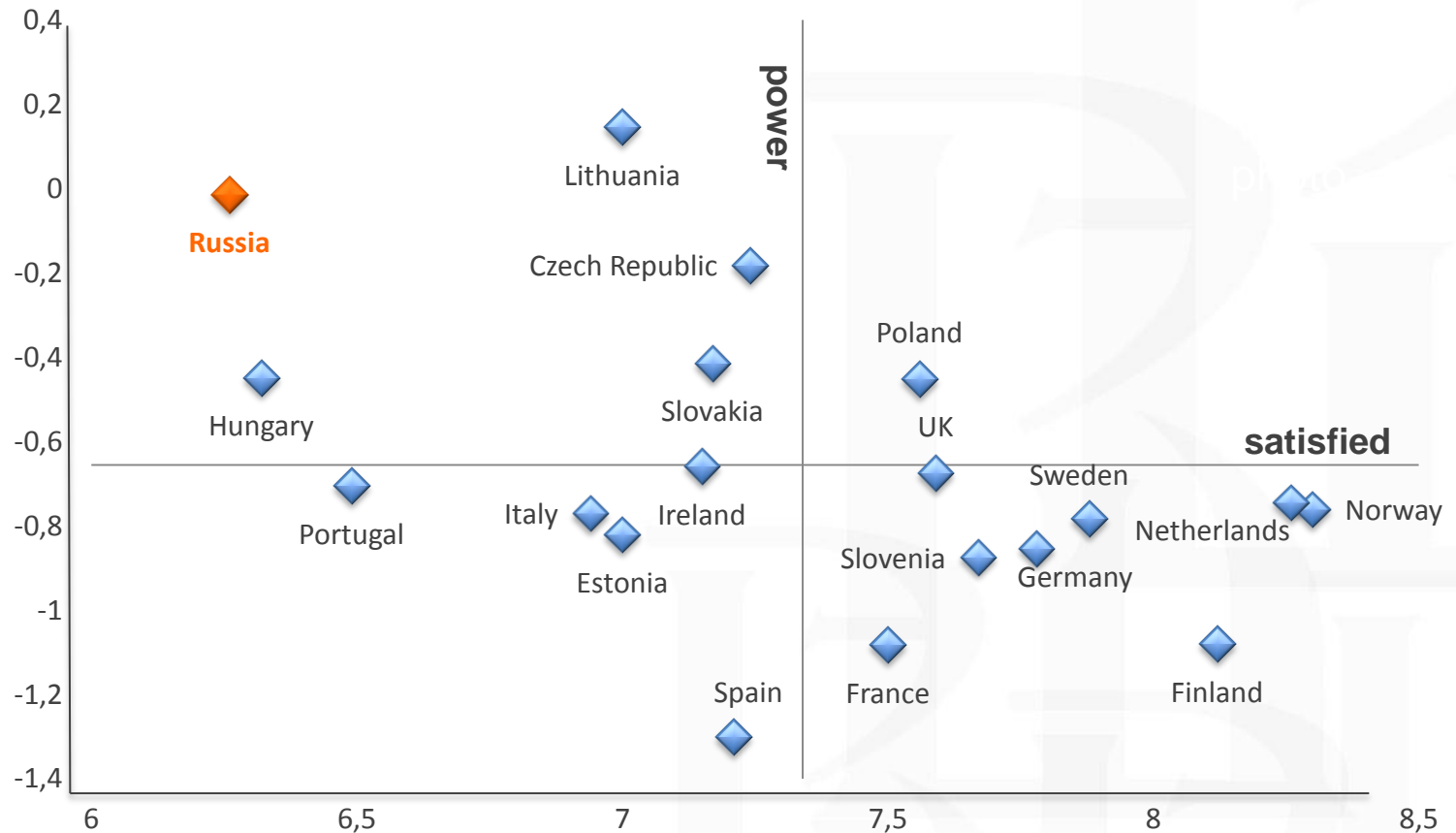


felt happy, how often past week (mean)



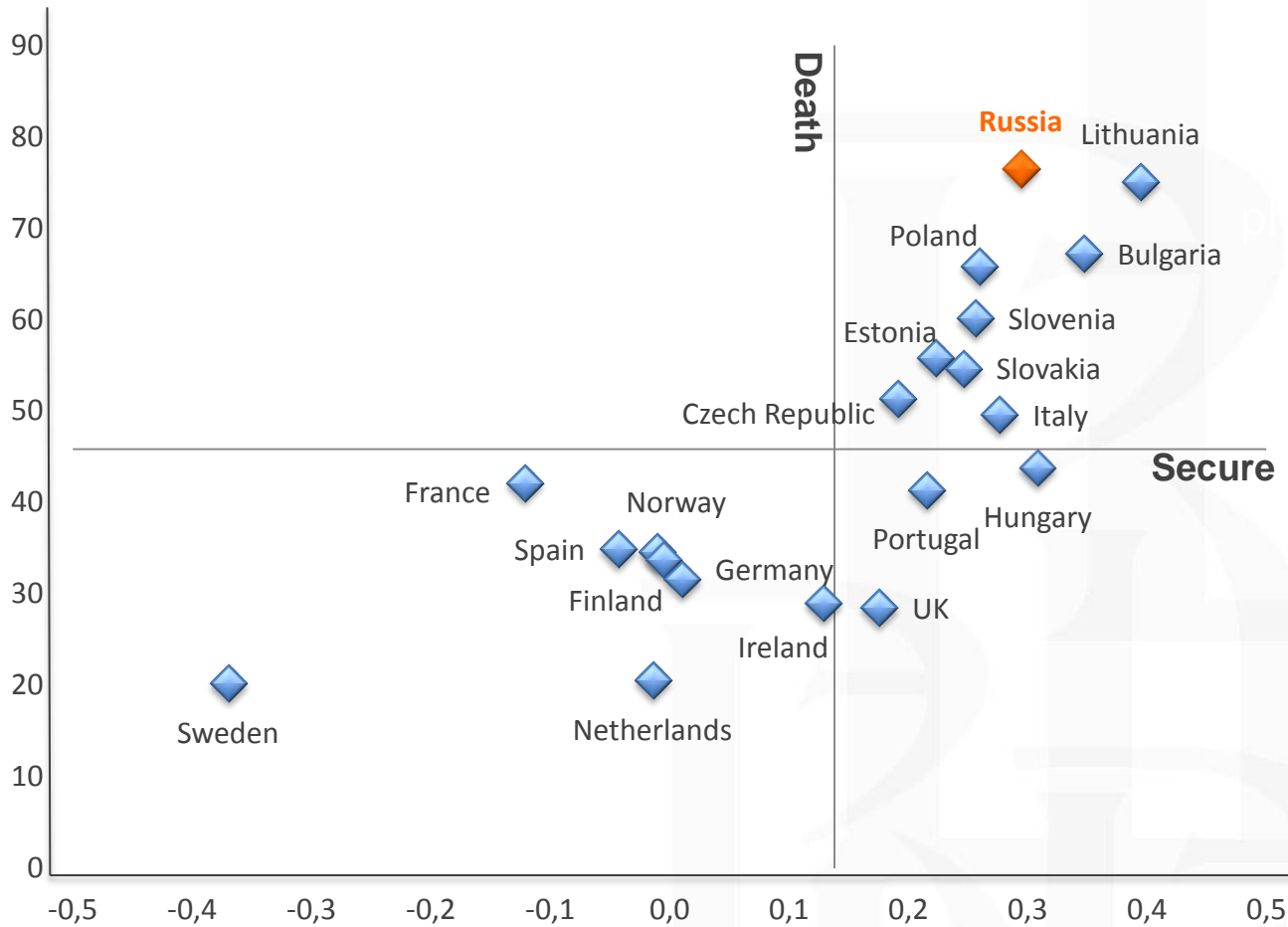
Source: ESS-6, age 15-29

Attitude: satisfied and power are battle with each other



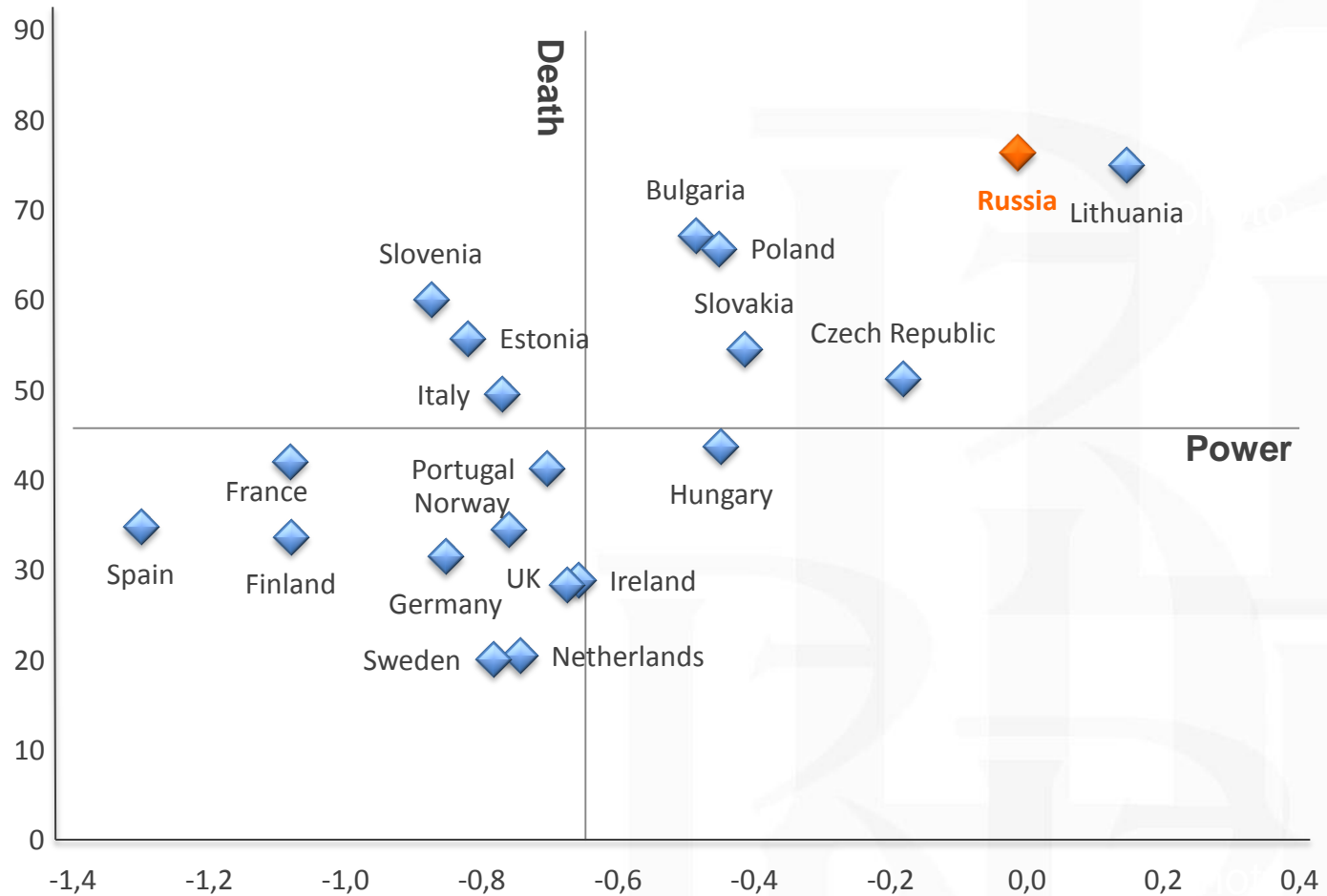
Correlation: -0,46

Consequences: death as a result of transport accidents



Correlation: 0,77

Consequences: death as a result of transport accidents



Source: ESS-6, age 15-29: WHO 2009

Higher School of Economics, Moscow, 2014

Conclusion





NATIONAL RESEARCH
UNIVERSITY

Thank you for your attention!

20, Myasnitskaya str., Moscow, Russia, 101000

Tel.: +7 (495) 628-8829, Fax: +7 (495) 628-7931

www.hse.ru