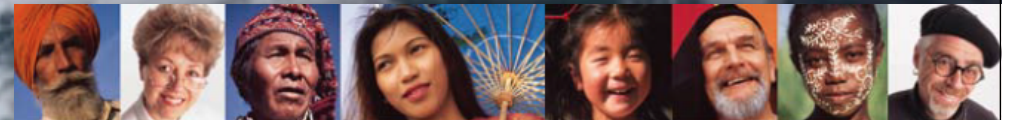


# Similarities and differences in values among Baltic and Nordic countries




23 August, 2016  
Kumu Auditorium  
Tallinn

*Bi Puranen*  
World Values Survey, Institute for Future Studies  
[bi.puranen@iffs.se](mailto:bi.puranen@iffs.se)

# Similarities and differences in values among Baltic and Nordic countries

 UNIVERSITY OF TARTU  
CENTRE FOR ETHICS

 Institutet för  
FRAMTIDSSTUDIER



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# It is all about people's beliefs



From the row of busts exhibition on 4th floor

# It is all about people's beliefs



From the current exhibition "Kumu Hits"

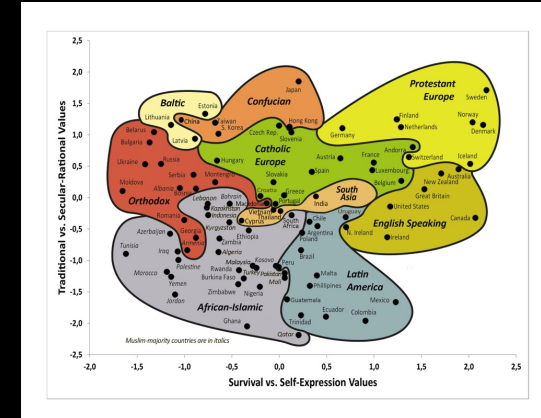
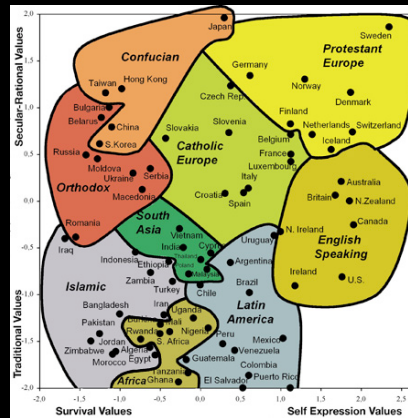
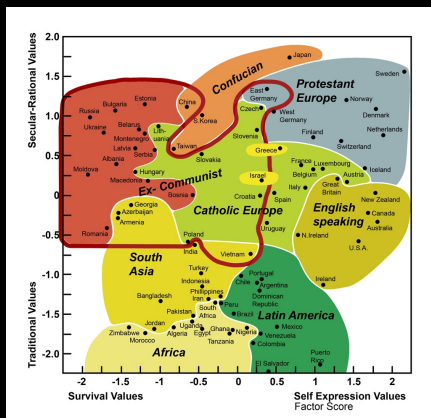


# Empirical findings: [www.worldvaluessurvey.org](http://www.worldvaluessurvey.org)



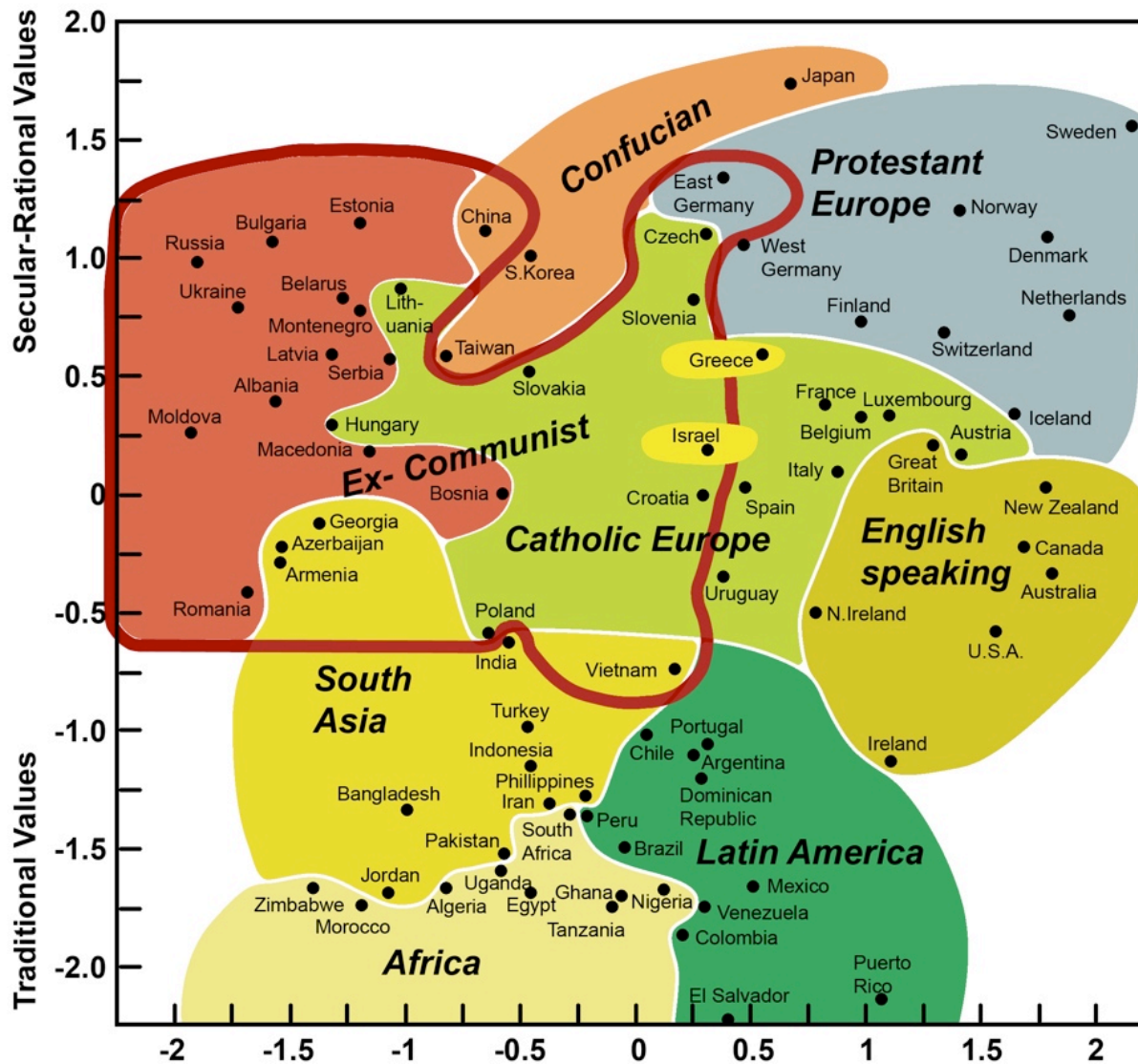
Last wave: 86.156 face-to-face interviews made public at [www.worldvaluessurvey.org](http://www.worldvaluessurvey.org). More than 330.000 interviews out of 6.300.000 sampled populations, 1981-2015. New wave 2017.

# The World Values Survey maps





# The global cultural map I,



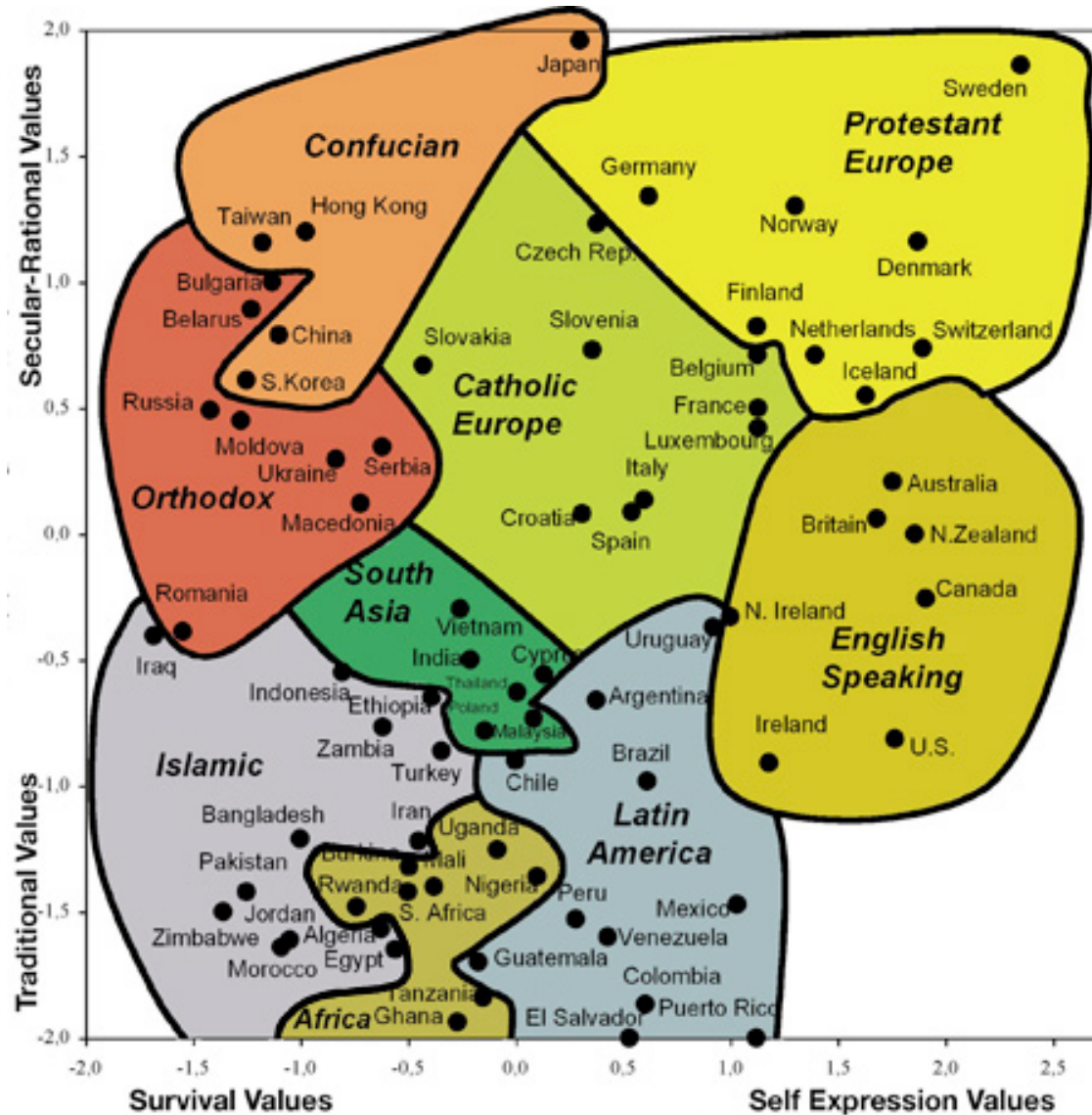
World Values Survey, 4th wave, 1981–2000, Ron Inglehart, Chris Welzel (2000)



# The global cultural map II, 2008

*“It’s a political revolution towards democracy, a revolution of values and a revolution in knowledge”*

Al Sayed Yassin,  
Al Ahram Center

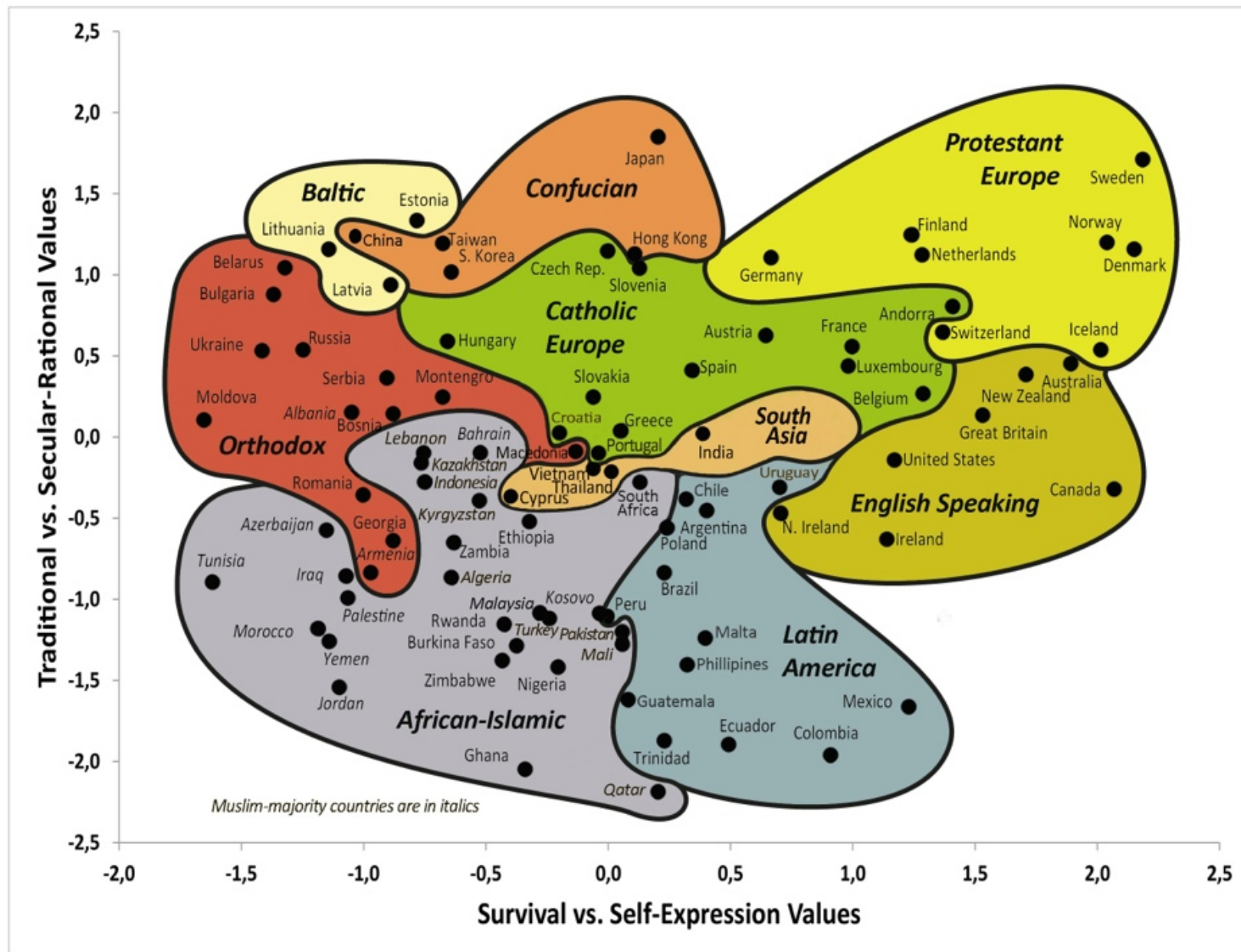


World Values Survey, 5th wave, 2005-2007, Ron Inglehart, Chris Welzel (2008)

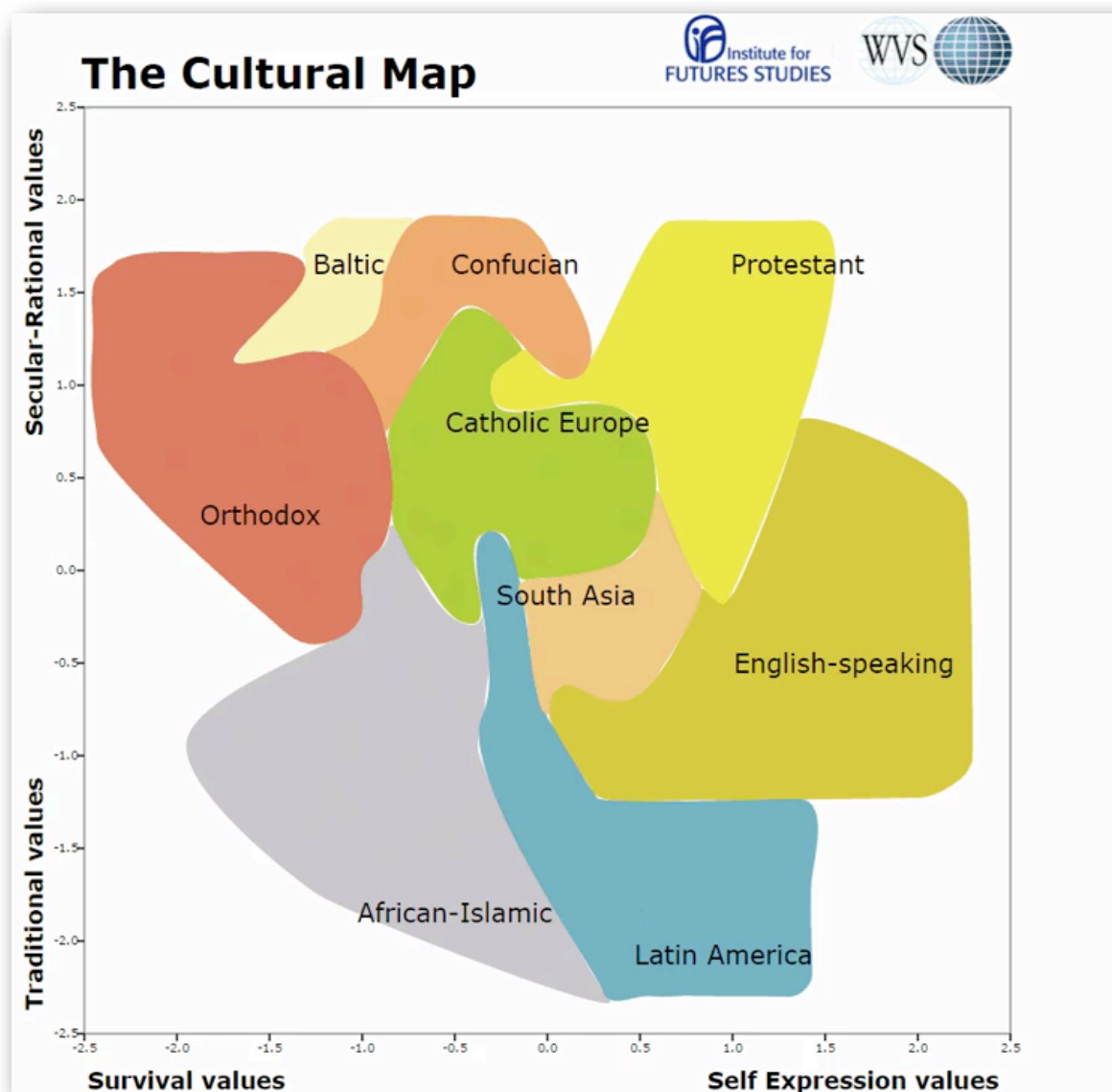




# The global cultural map III, 2015

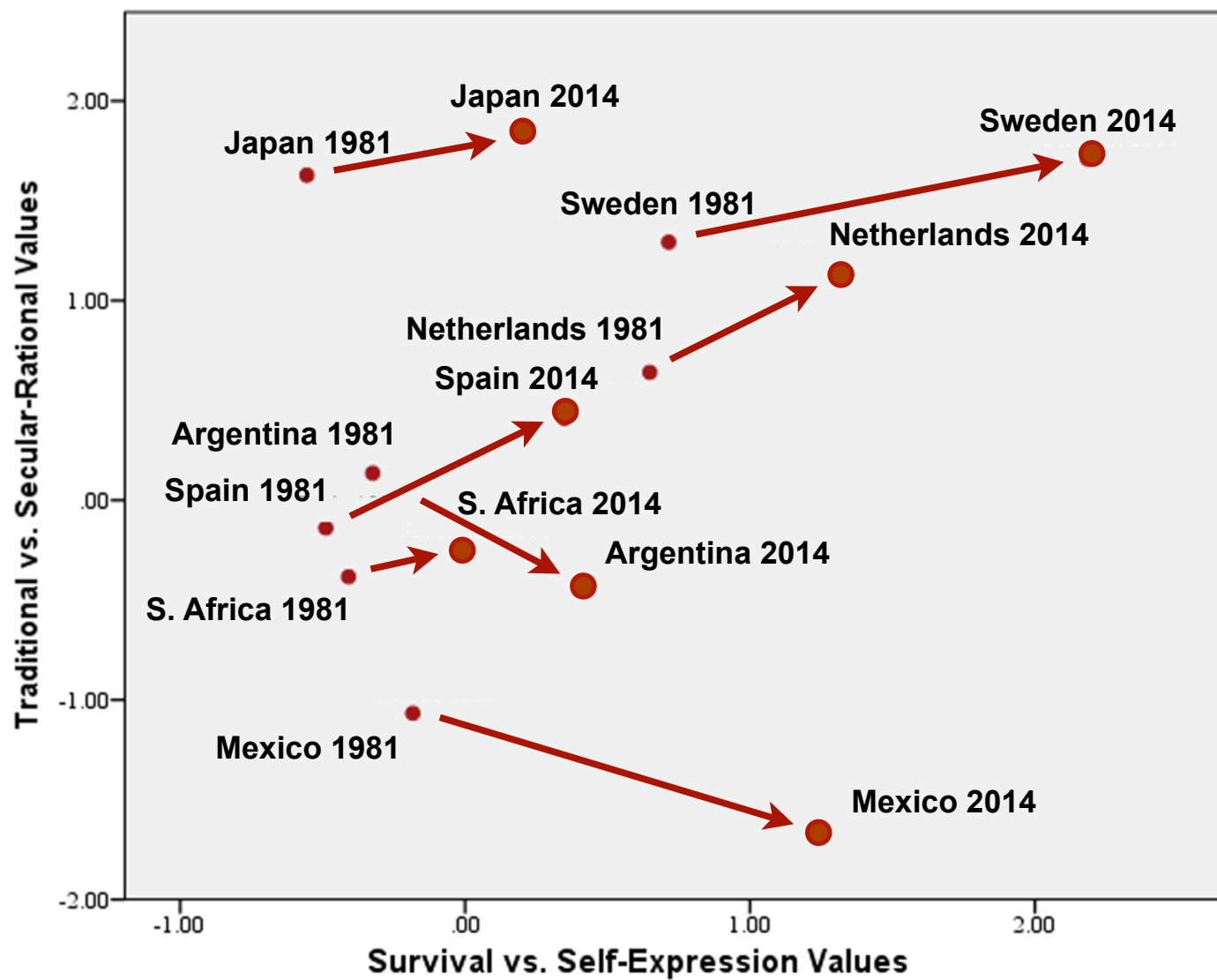


# Cultural Map Development 1981-2014

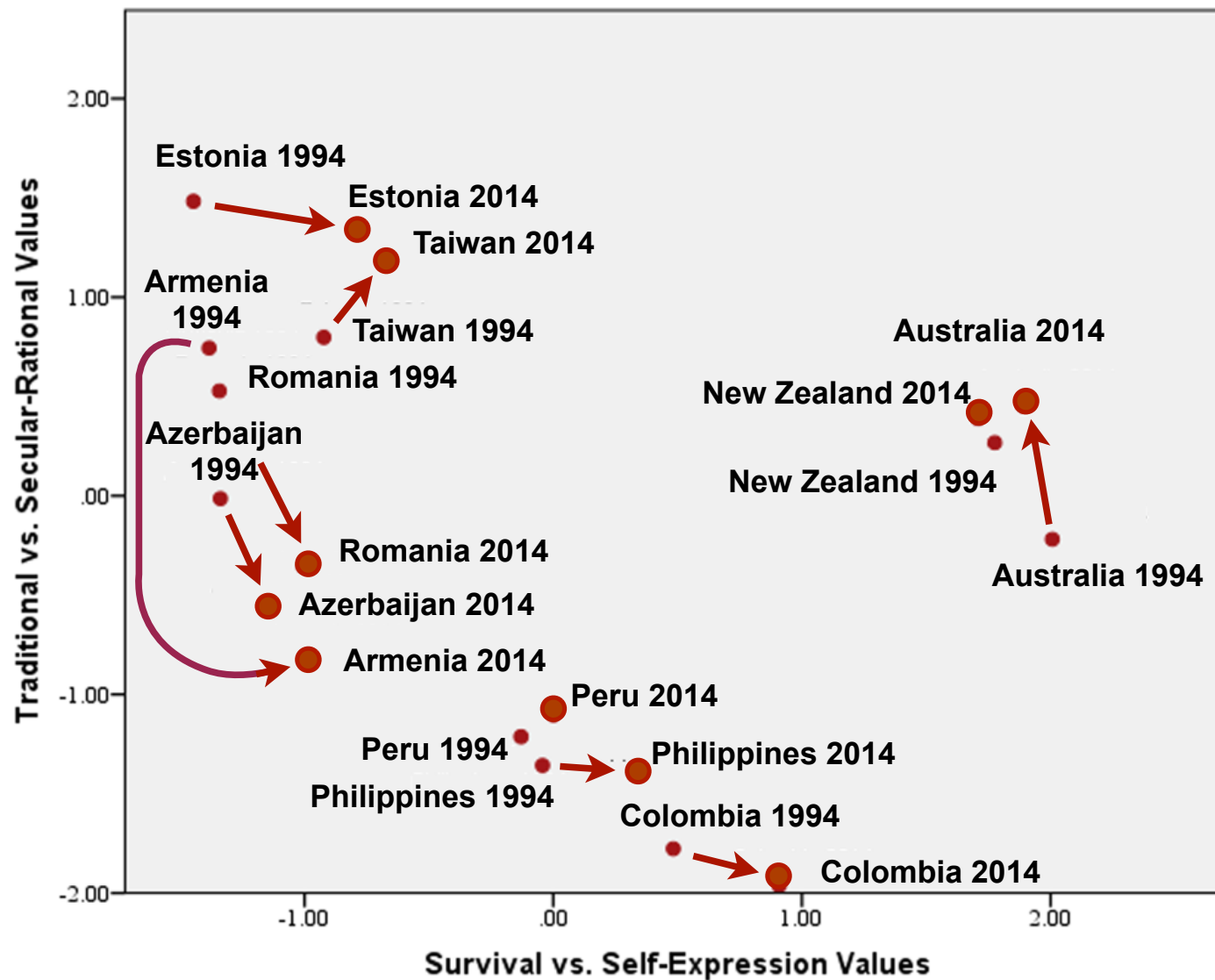




# Changes between 1981 – 2014



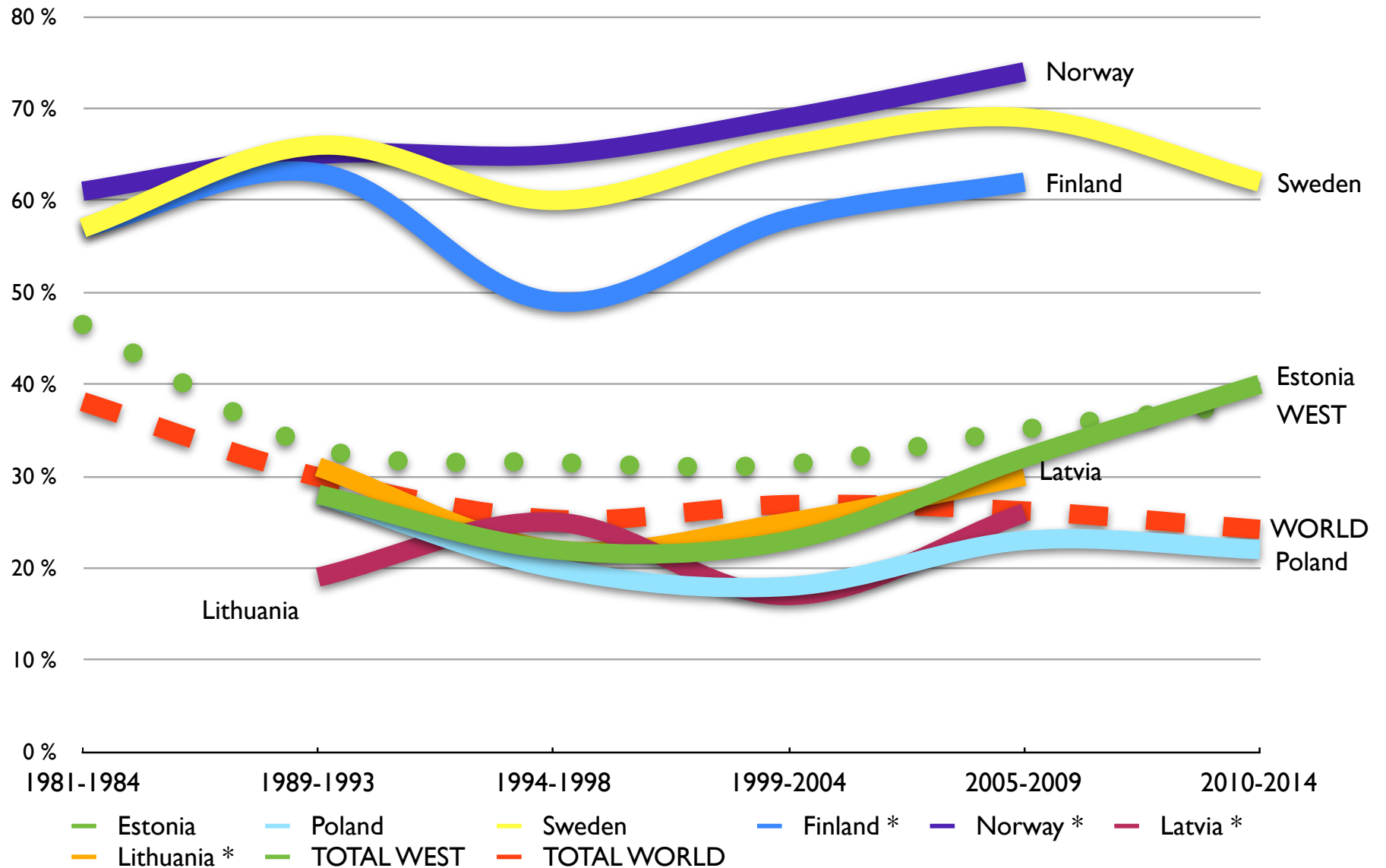
# Changes between 1994 – 2014





# Most people can be trusted

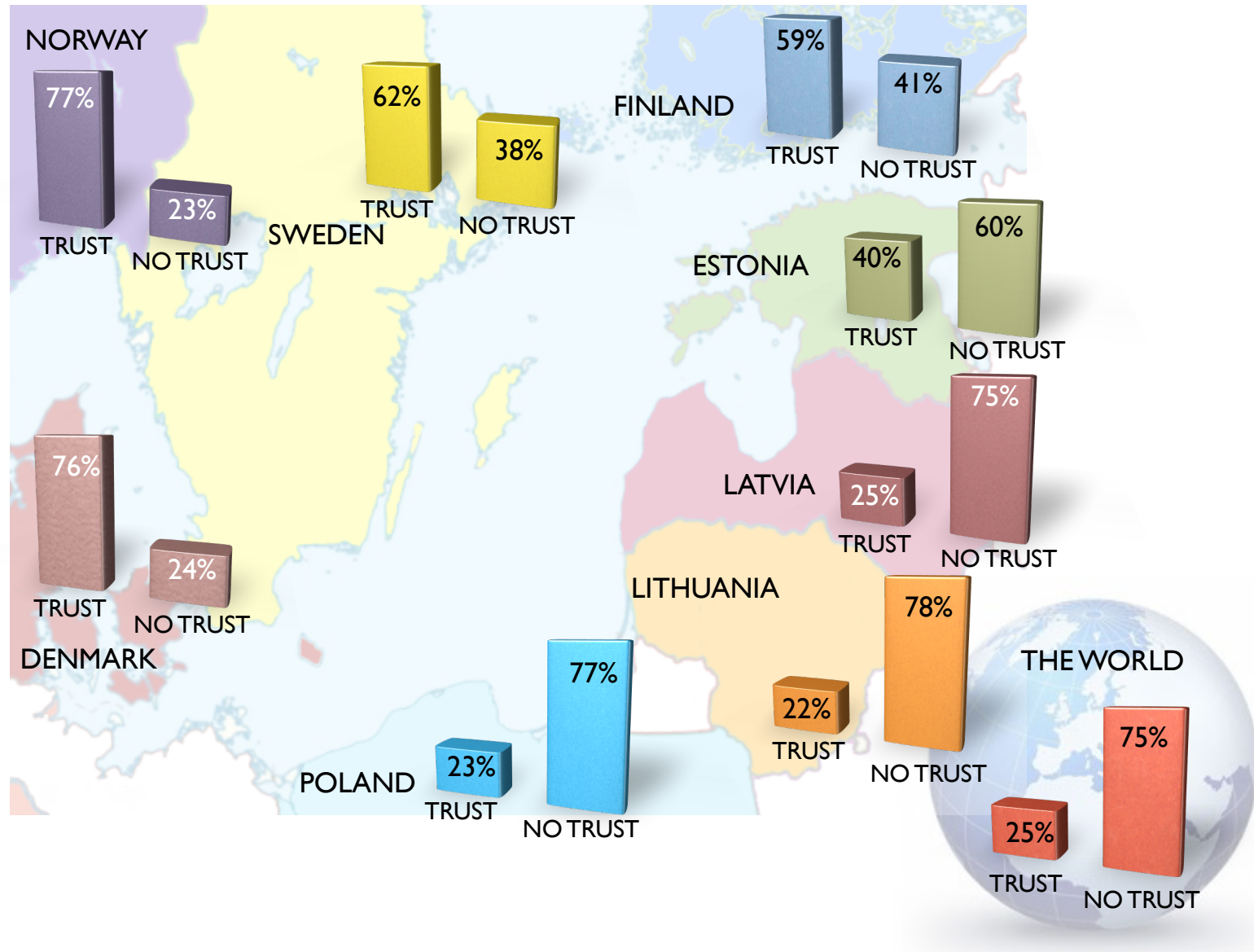
## - time series



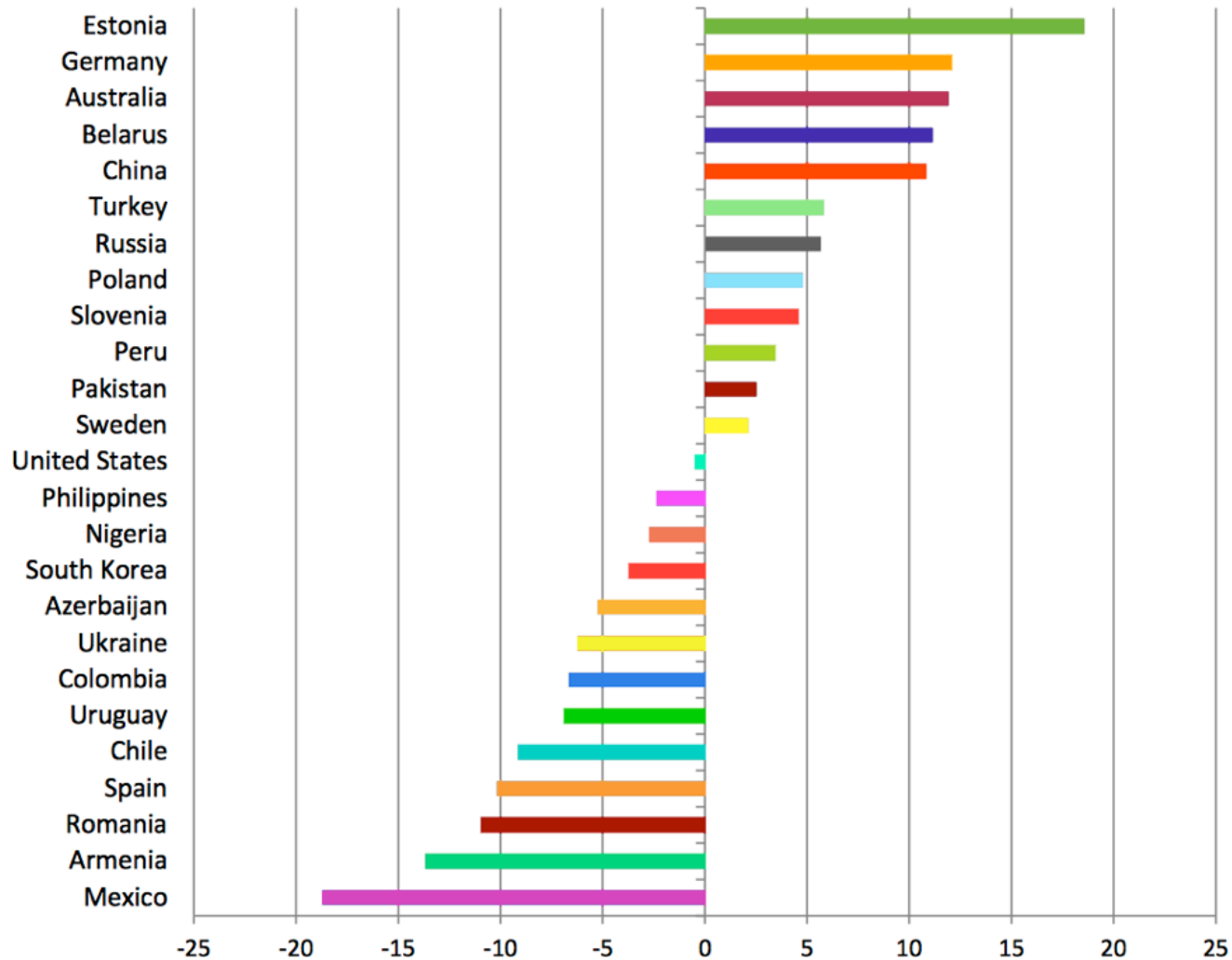
Source: WVS, Wave 6, 2010-2014 \*or latest wave available

Highest value: 0,5-1.0

# Trust, most people can be trusted - Nordic/Baltic



# Change in share that "trust most people" between 1995-1999 and 2010-2014



Source: WVS, Wave 3 1995-1999 and Wave 6, 2010-2014



# The Rule of Law Index

Measures how the rule of law is experienced by 100.000 households and 2400 expert surveys, **102 countries**, 2015



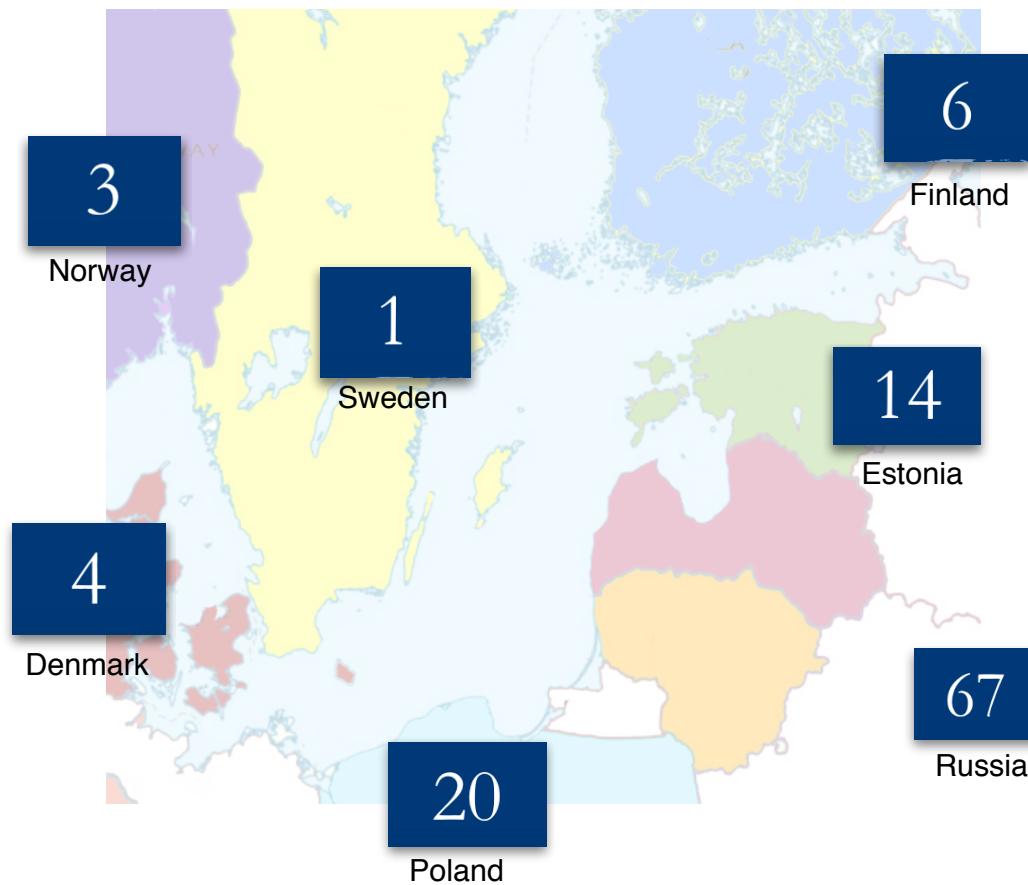
Rank score for the 8 categories:

- Constraints on government powers
- Absence of corruption
- **Open Government**
- Fundamental rights
- Order & Security
- Regulatory Enforcement
- Civil justice
- Criminal justice



# The Open Government Index

Measures government openness based on the general public's experiences and perceptions worldwide,  
**102 countries**

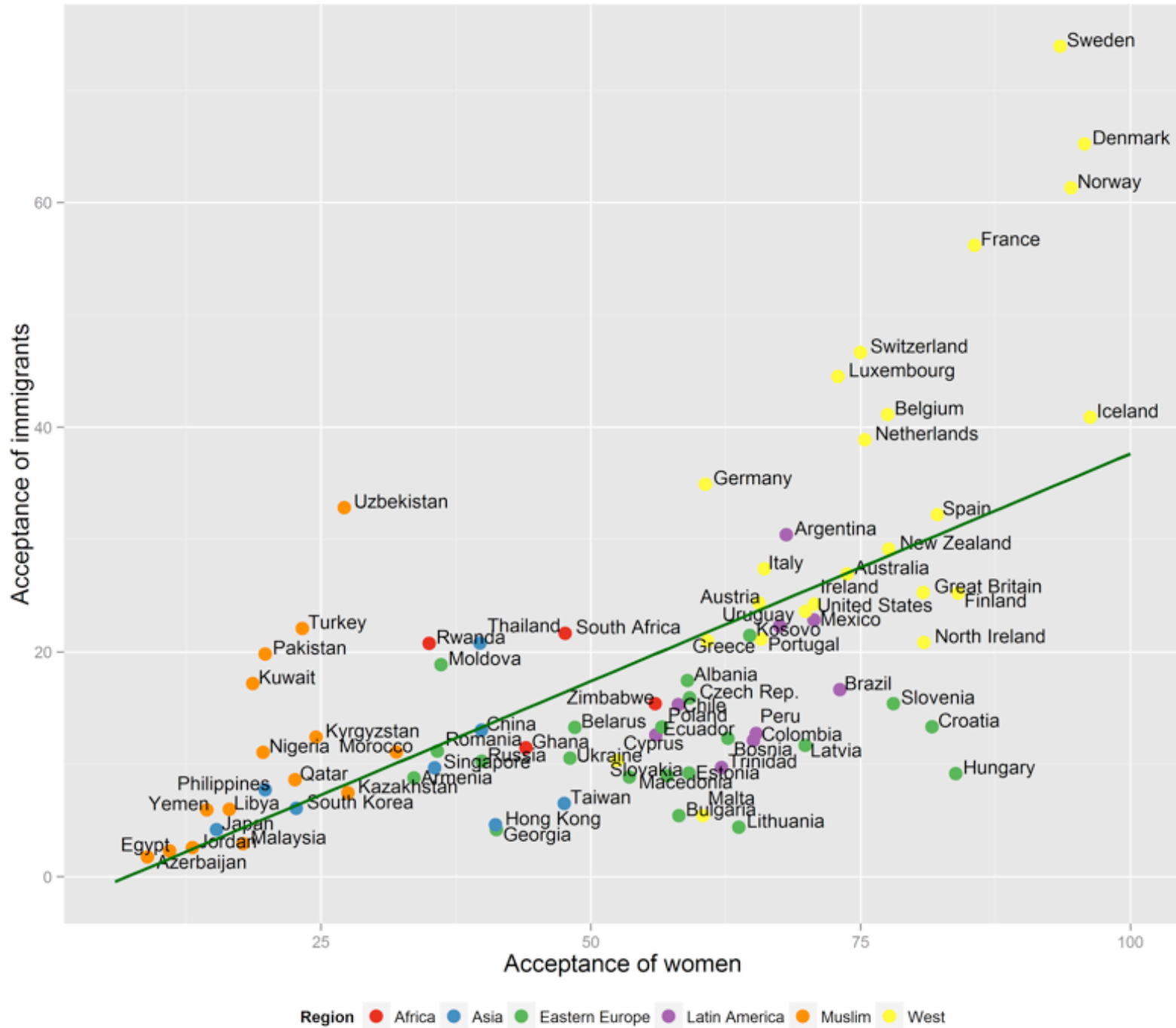


Rank score for the  
4 categories:

- Publicized laws & government data
- Right to information
- Civic participation
- Complaint mechanisms

n= 102

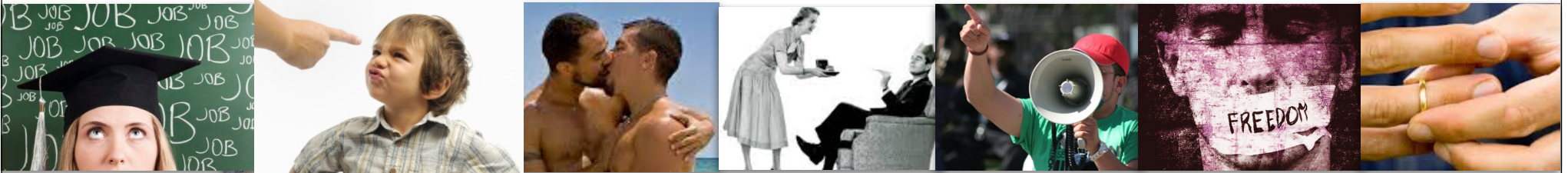
The  
World  
Justice Project



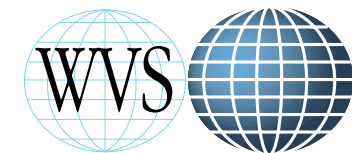
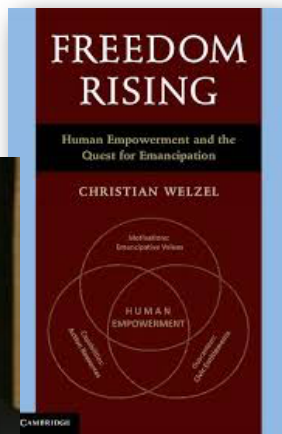


# Emancipative Values

- measured through 4 sub-indices

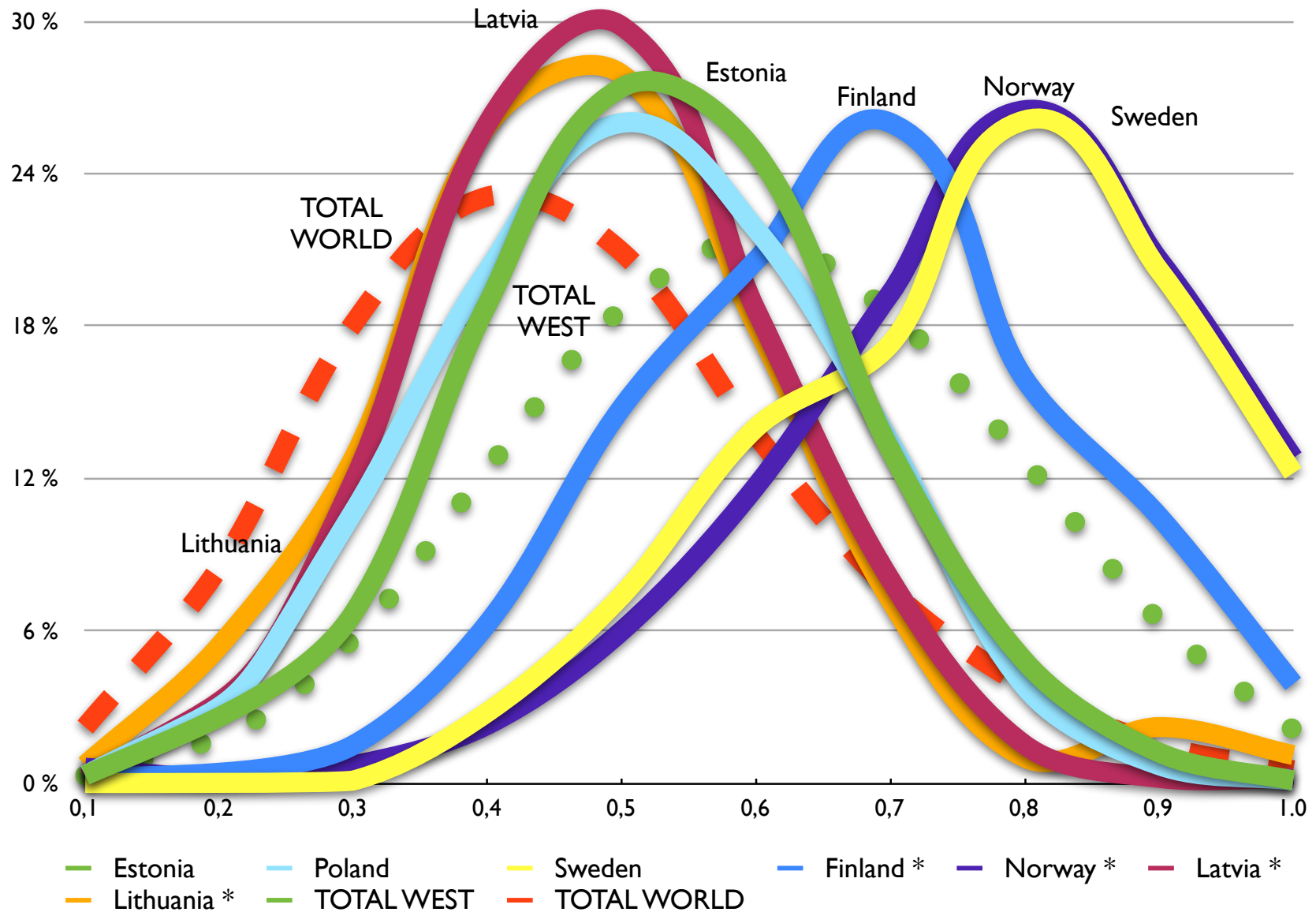


- **Autonomy:** Children qualities – independence, imagination, obedience
- **Equality:** Men priority to jobs, uni-education, political leadership
- **Choice:** Justifiable – homosexuality, abortion, divorce
- **Voice:** 4 pm-index – freedom of speech, influence on government, workplace and community



[worldvaluessurvey.org](http://worldvaluessurvey.org)

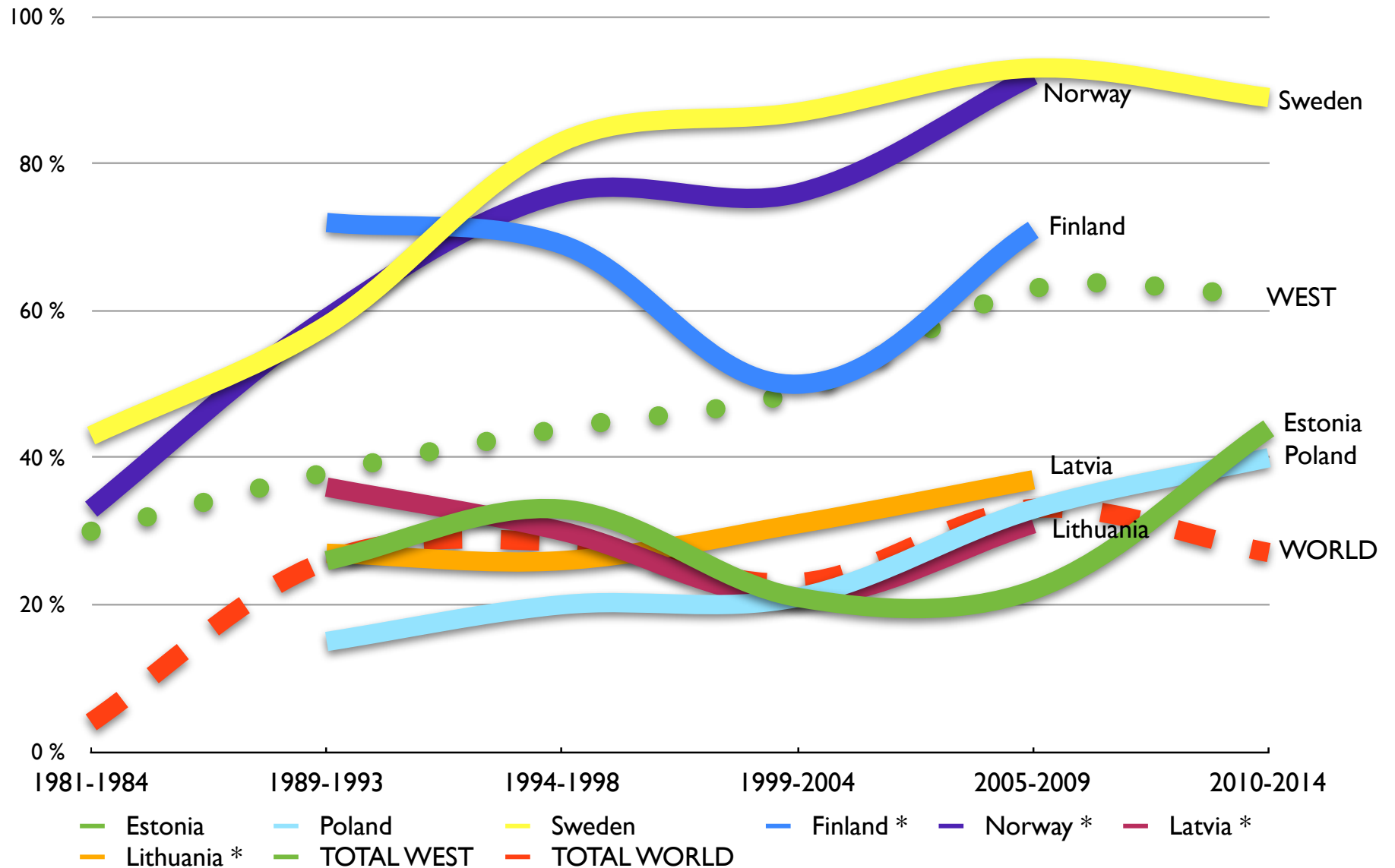
# Emancipative Values



Source: WVS, Wave 6, 2010-2014 \*or latest wave available

# Emancipative Values

## - time series

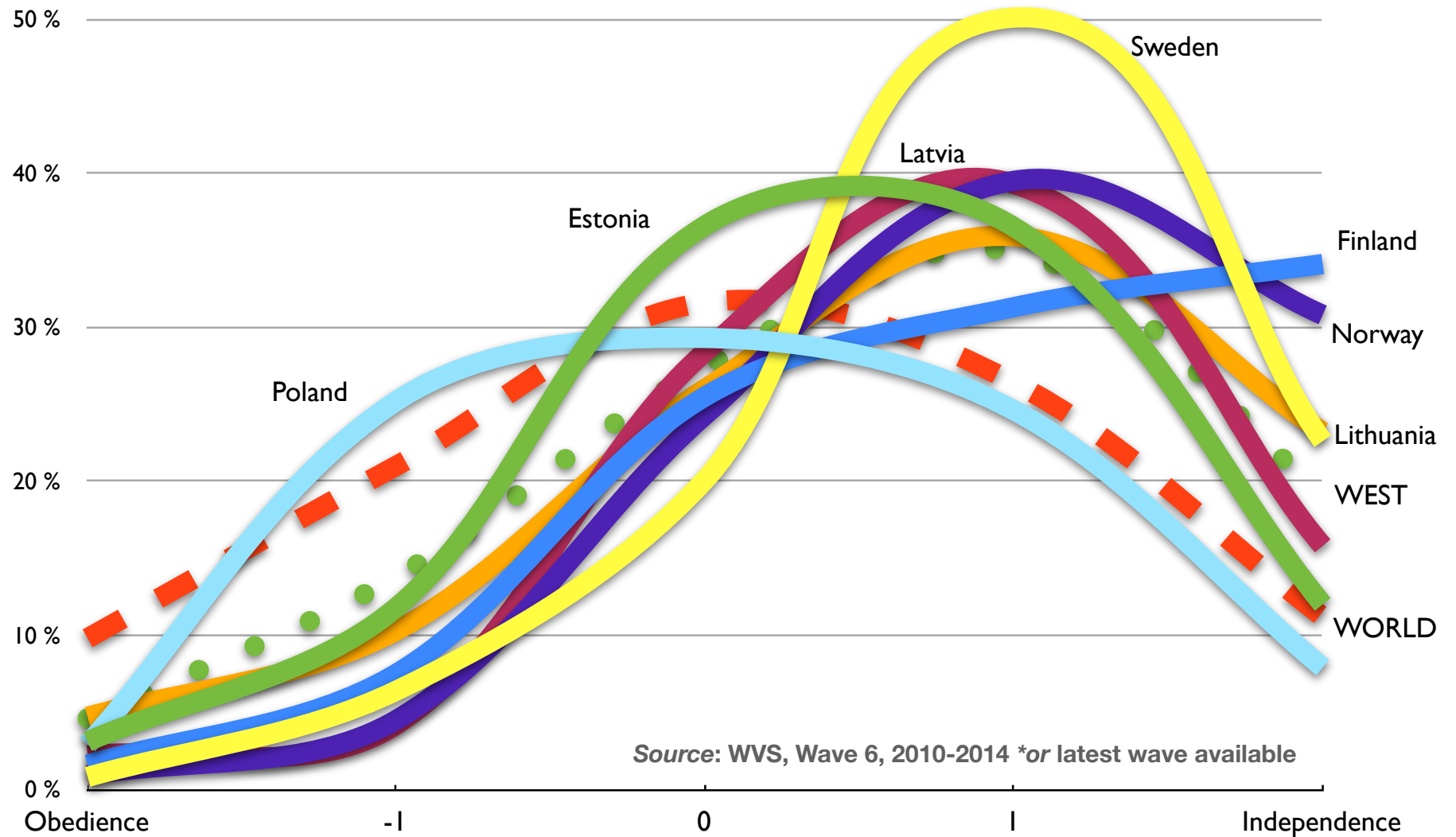


Source: WVS, Wave 6, 2010-2014 \*or latest wave available

Highest value: 0,5-1.0



# Autonomy Index, Nordic/Baltic: Child qualities

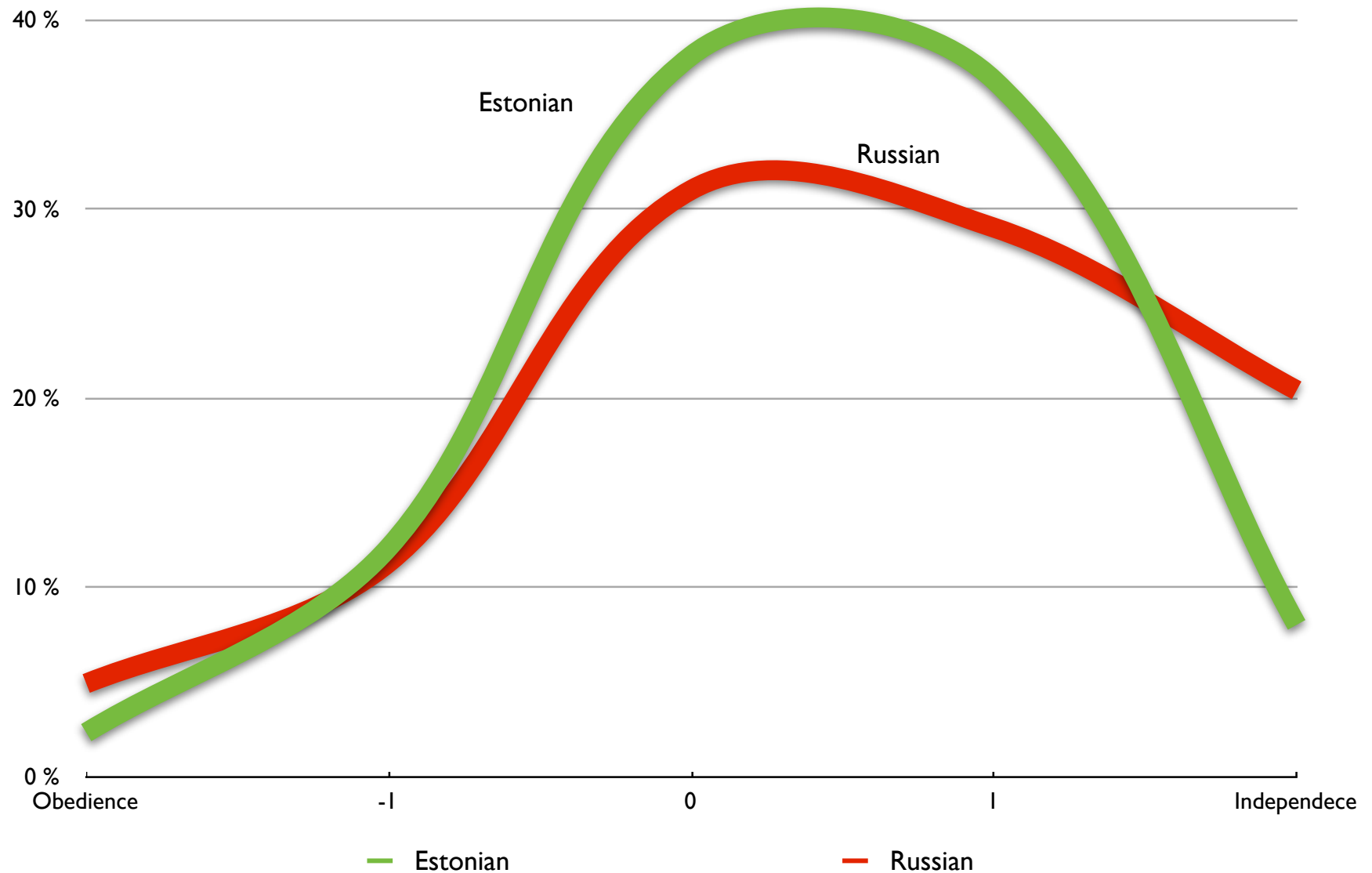


Source: WVS, Wave 6, 2010-2014 \*or latest wave available

— Estonia    — Poland    — Sweden    — Finland \*    — Norway \*    — Latvia \*  
— Lithuania \*    ● TOTAL WEST    - - - TOTAL WORLD

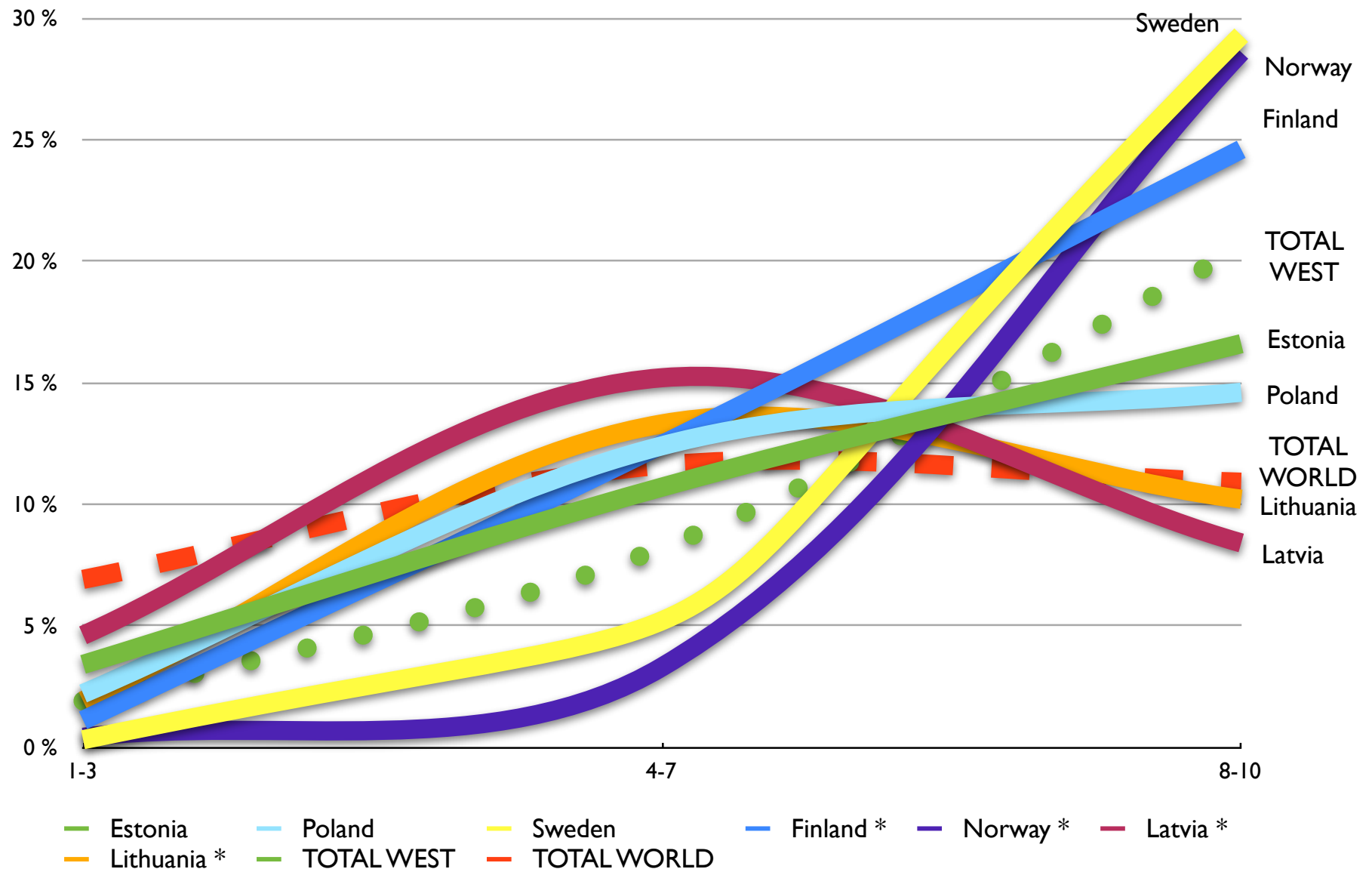
(V19+V21)-(V12+V18) Important child qualities: Religious Faith+Obedience vs. Independence+Determination, Perseverance

# Child quality by language - Estonia



Source: WVS, Wave 6, 2010-2014

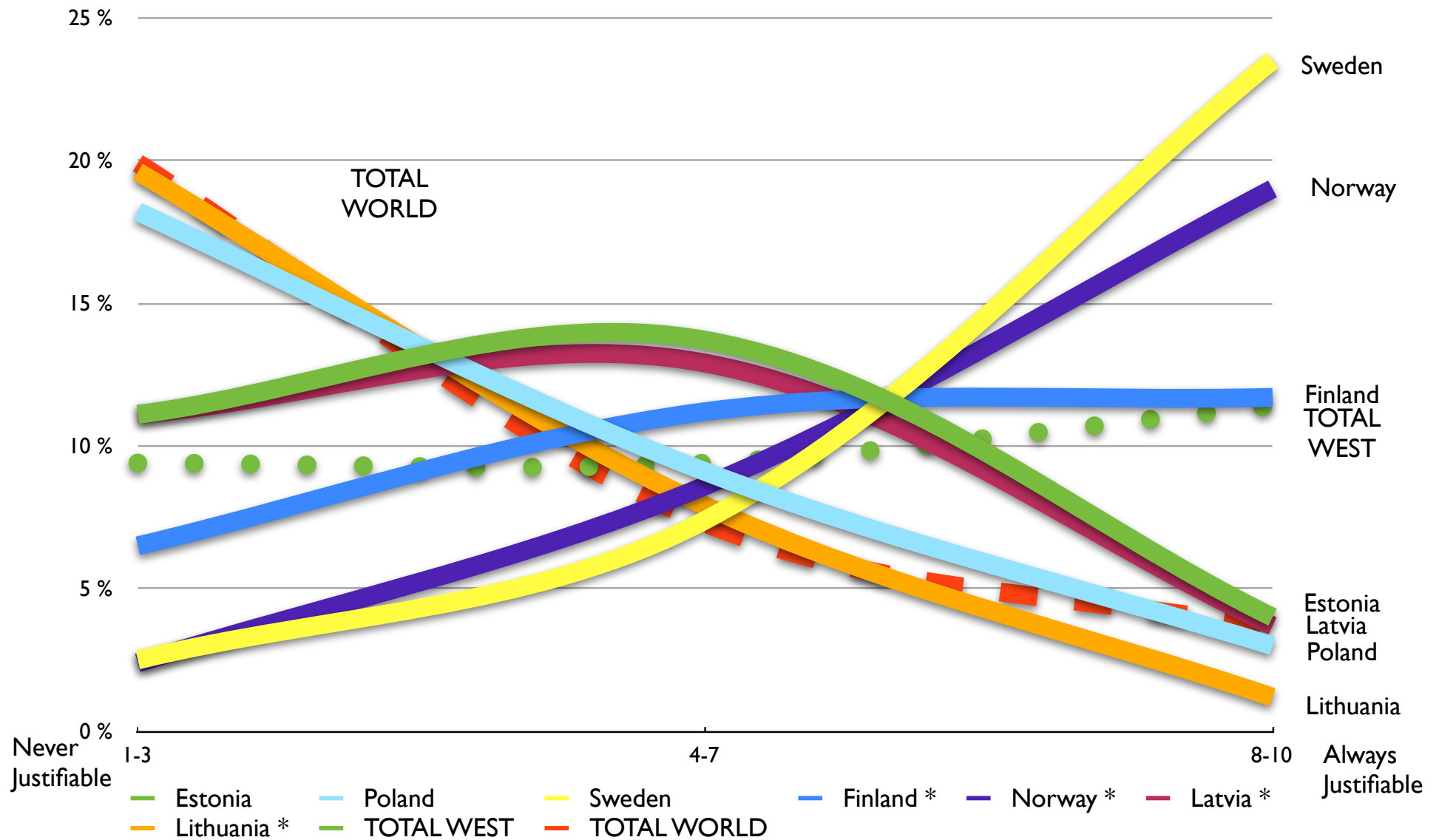
# Equality Index, Nordic/Baltic: - men's priority to jobs, education and leadership



Source: WVS, Wave 6, 2010-2014 \*or latest wave available

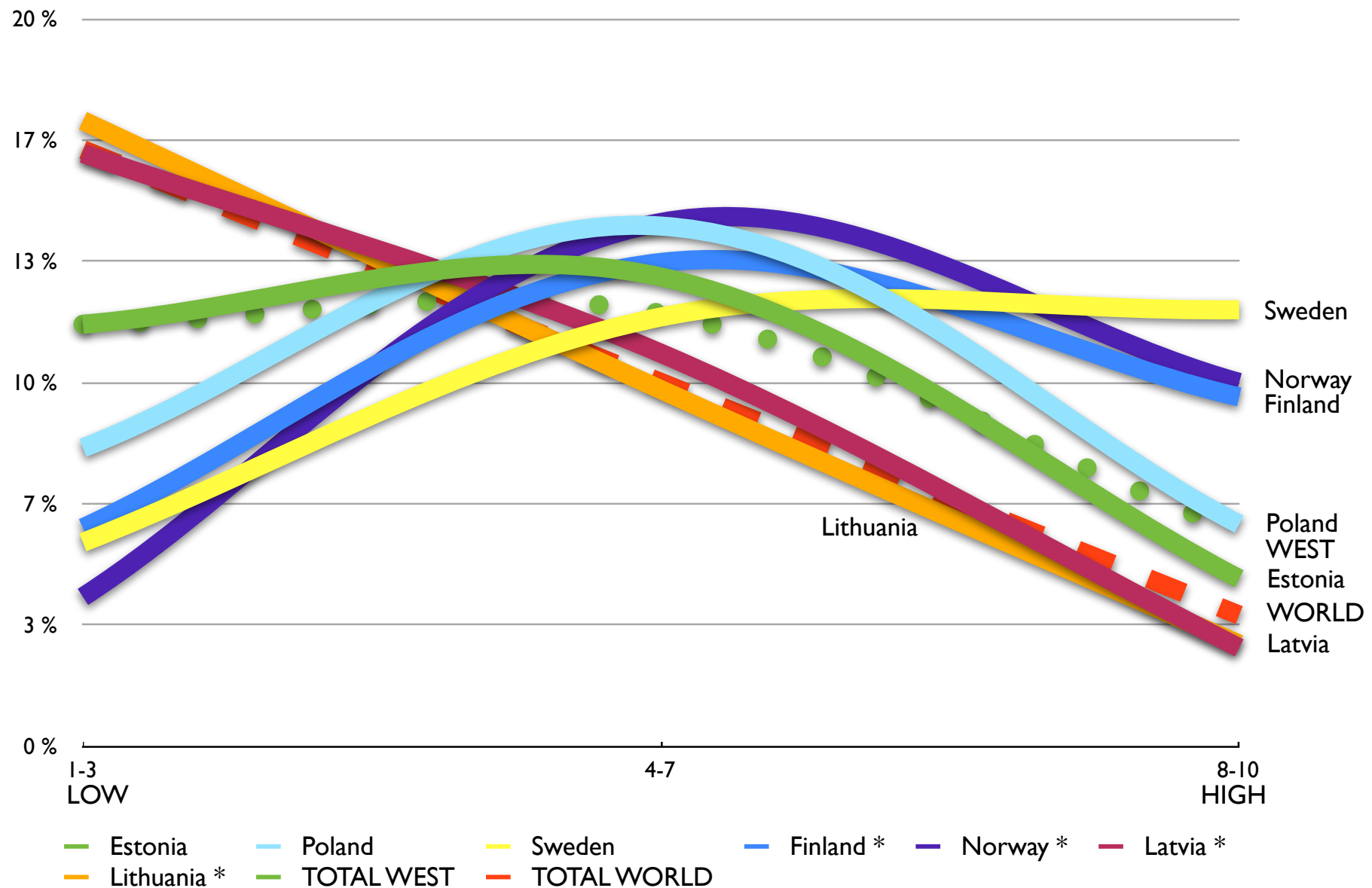


# Choice Index, Nordic/Baltic: - homosexuality, abortion, divorce

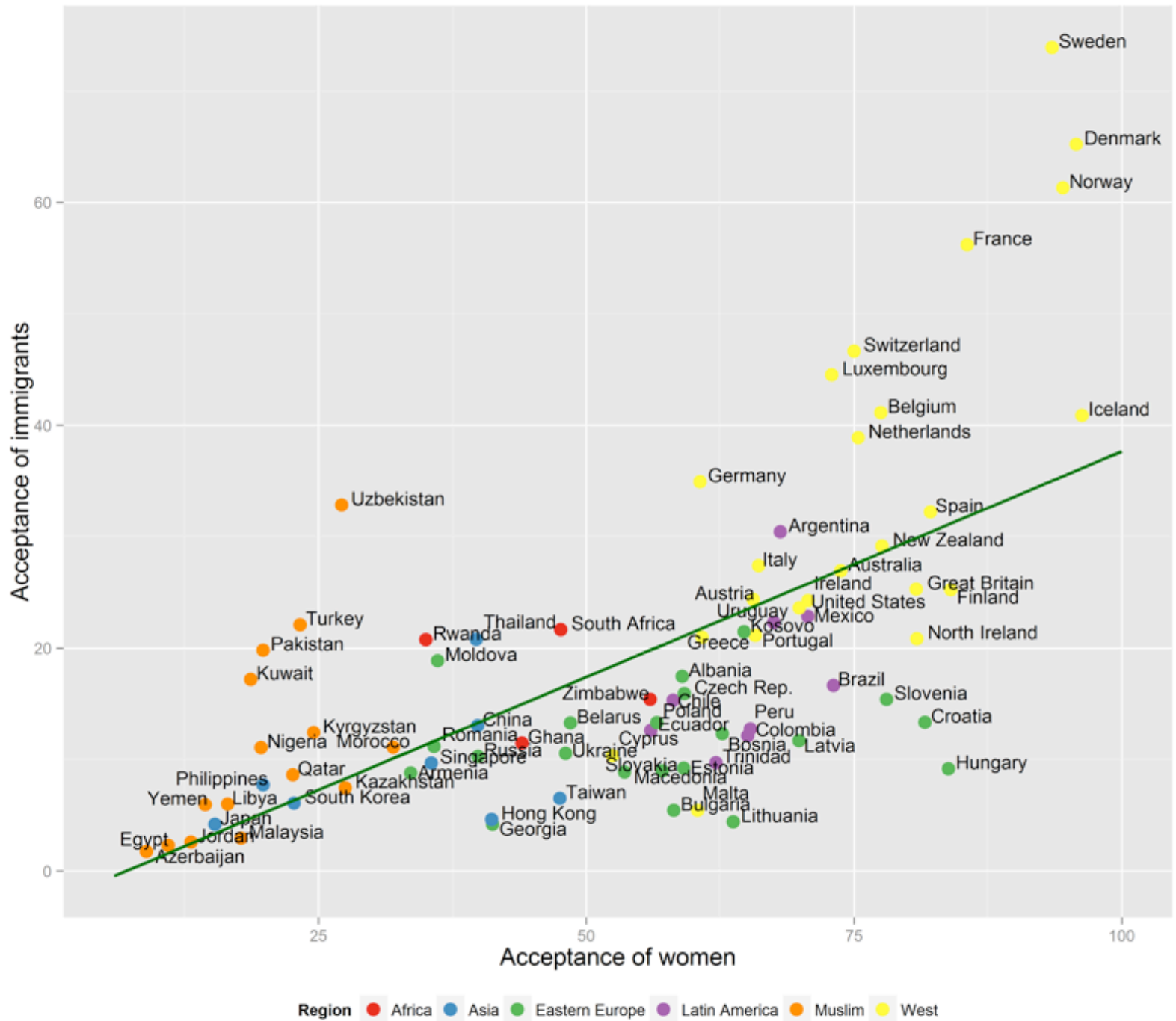


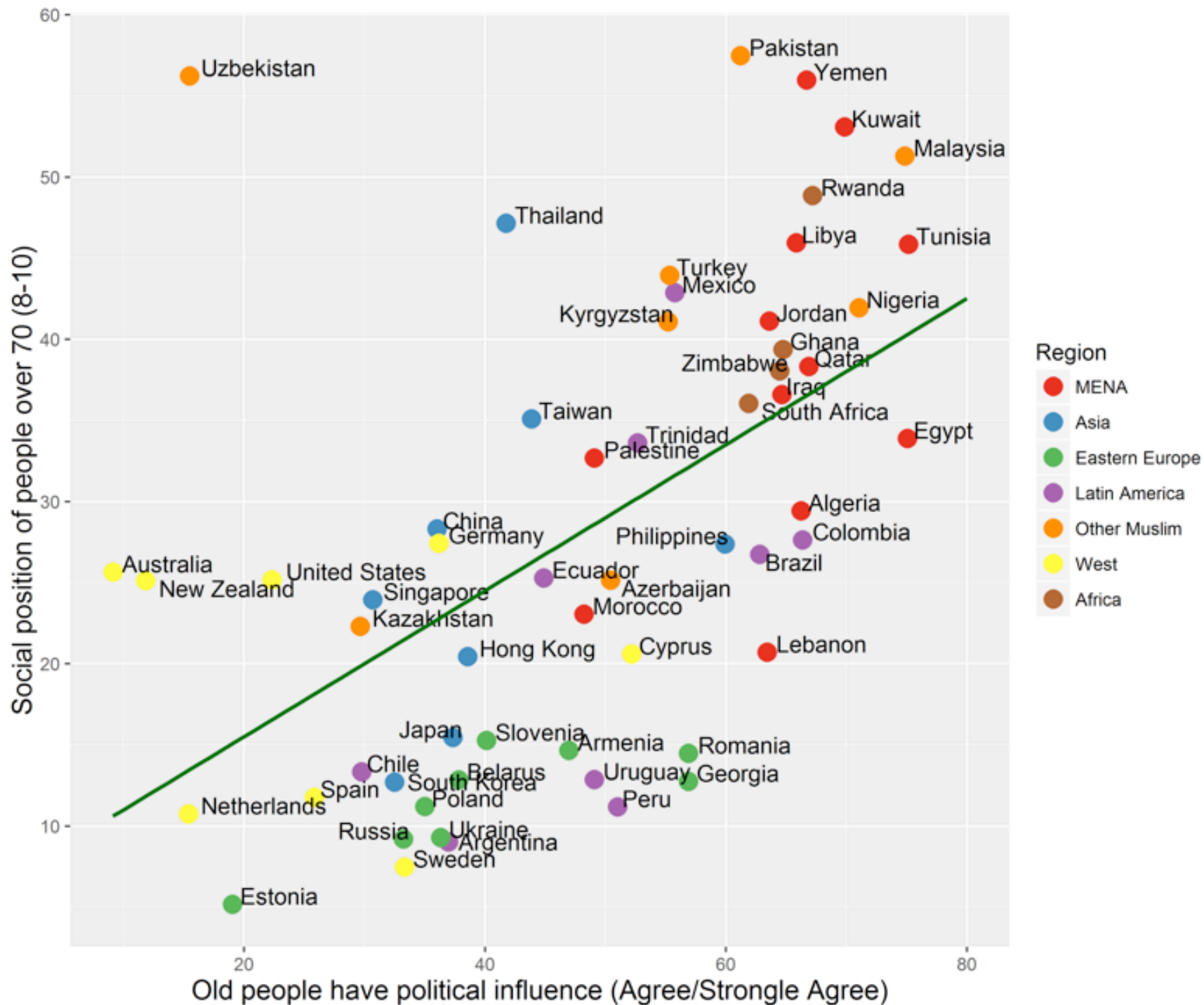
Source: WVS, Wave 6, 2010-2014 \*or latest wave available

# Voice Index, Nordic/Baltic: - freedom of speech and societal influence



Source: WVS, Wave 6, 2010-2014 \*or latest wave available







# Nordic values



- Solidarity
- Equality
- Emancipation
- Inclusiveness

# People want peace and equal opportunities



- Emphasis on common denominators
- Broad, inclusive and bottom up solutions
- Political and social stability
- Social and economic equality
- Opportunity to affect their own lives



# Stepping stones...

Decreased inequalities by combating:

- \* The Us/Them concept,
- \* Religion as a blamer of war & conflicts,
- \* Gender inequality
- \* Extremism

We must **activate:**

- \* Elderly people as allied
- \* Education that promotes critical thinking
- \* Social movements
- \* Enterprises/ local SME's
- \* Intercultural dialogue

**The solution is moderation!**



# Thank You!

