

# Values in Lithuania and Latvia from the viewpoint of Sweden

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Topic of presentation:

Compare Swedish values (in a broad sense) with values in two Baltic countries: Latvia and Lithuania

A comparison between an old democracy and two new democracies

Values: Basic human values, political values, moral values, facets of world view

# Empirical data

- A study of psychological factors behind political thinking in Sweden and Latvia. Student samples (N = 320 and 264, respectively)
- European Social Survey. Data from more than 30 European countries. Successive data collections in each country with approximately 2000 respondents in each data collection. I have used data from Sweden and Lithuania collected in 2012.

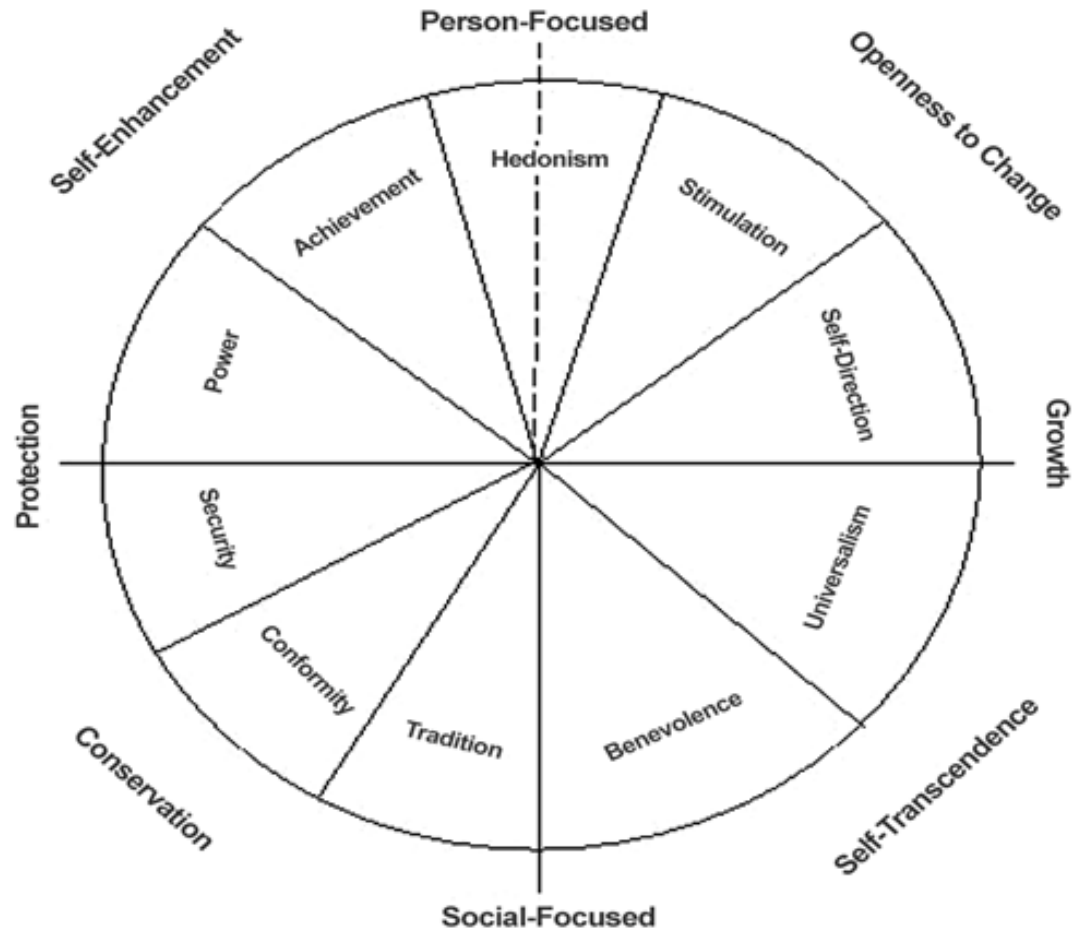
## Value constructs according to Schwartz and Bardi (2001)

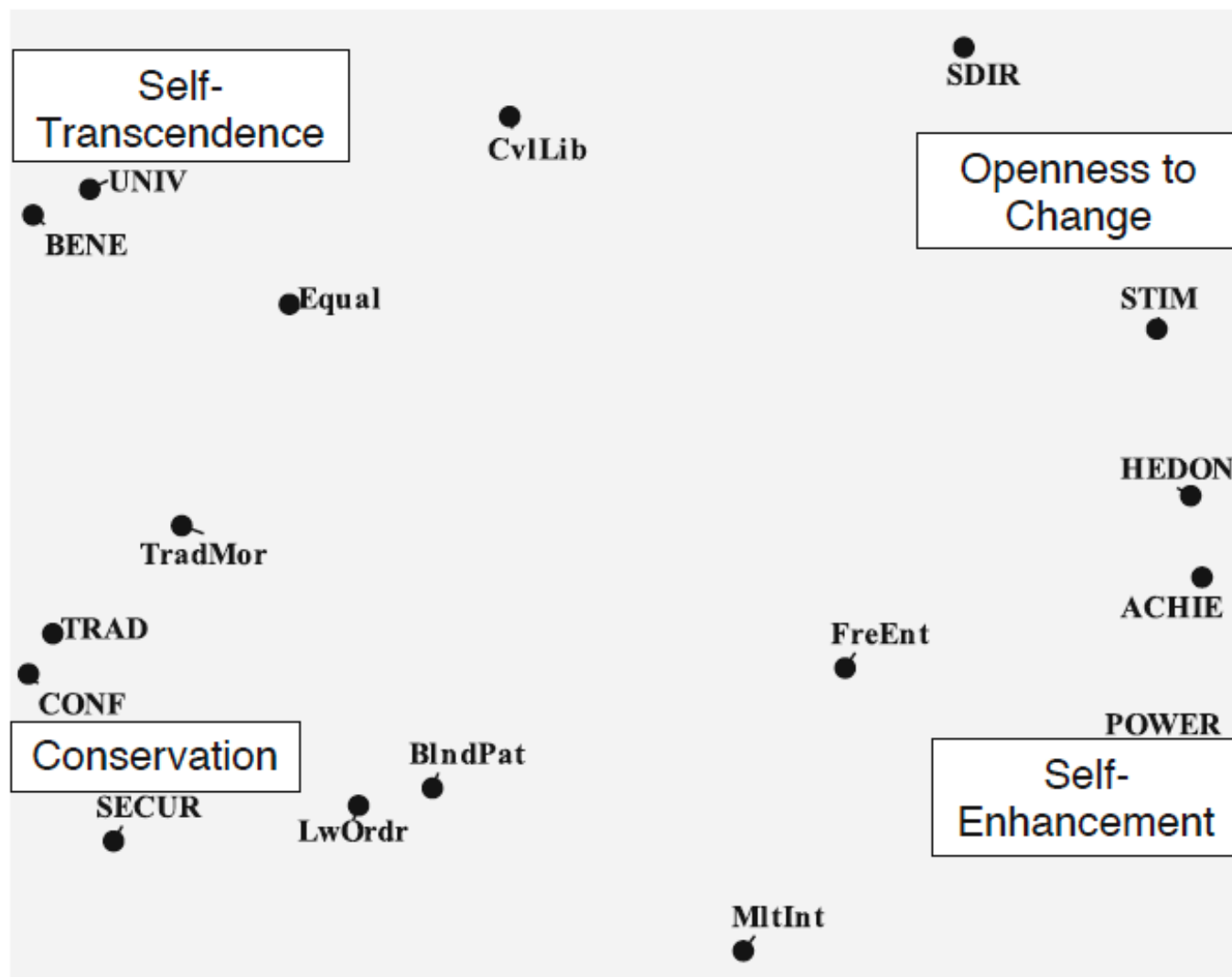
### Definitions of 10 Value Constructs in Terms of their Goals and Examples of PVQ Items that Represent Them (Male Version)

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- POWER:** Social status and prestige, control or dominance over people and resources. (He likes to be in charge and tell others what to do. He wants people to do what he says.)
- ACHIEVEMENT:** Personal success through demonstrating competence according to social standards. (Being very successful is important to him. He likes to stand out and to impress other people.)
- HEDONISM:** Pleasure and sensuous gratification for oneself. (He really wants to enjoy life. Having a good time is very important to him.)
- STIMULATION:** Excitement, novelty, and challenge in life. (He looks for adventures and likes to take risks. He wants to have an exciting life.)
- SELF-DIRECTION:** Independent thought and action-choosing, creating, exploring. (He thinks it's important to be interested in things. He is curious and tries to understand everything.)
- UNIVERSALISM:** Understanding, appreciation, tolerance and protection for the welfare of all people and for nature. (He thinks it is important that every person in the world should be treated equally. He wants justice for everybody, even for people he doesn't know.)
- BENEVOLENCE:** Preservation and enhancement of the welfare of people with whom one is in frequent personal contact. (He always wants to help the people who are close to him. It's very important to him to care for the people he knows and likes.)
- TRADITION:** Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self. (He thinks it is important to do things the way he learned from his family. He wants to follow their customs and traditions.)
- CONFORMITY:** Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms. (He believes that people should do what they're told. He thinks people should follow rules at all times, even when no one is watching.)
- SECURITY:** Safety, harmony and stability of society, of relationships, and of self. (The safety of his country is very important to him. He wants his country to be safe from its enemies.)
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# Shalom Schwartz' value circle



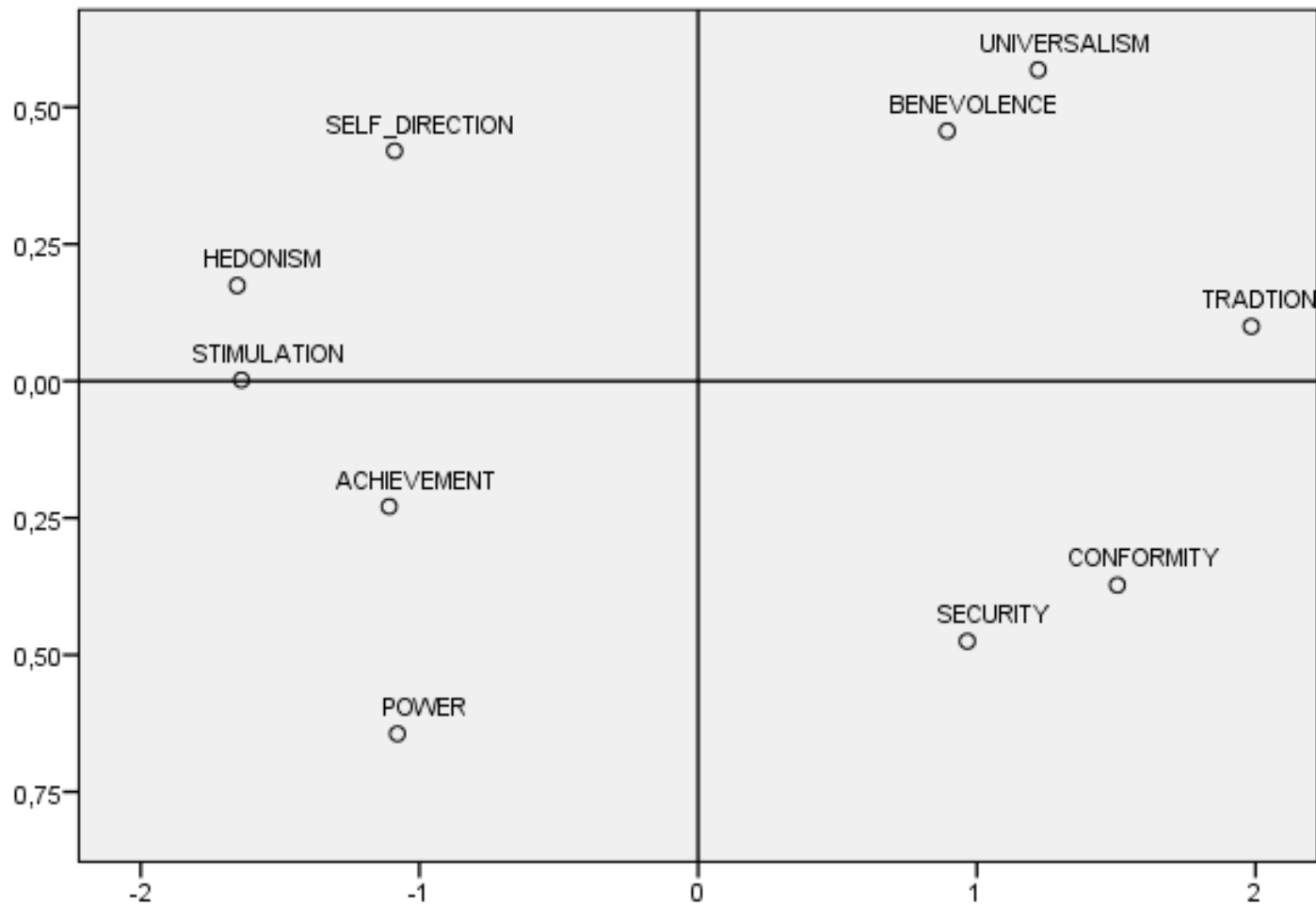


**Fig. 3** Multidimensional analysis of seven core political values and 10 basic personal values for three post-communist countries (Stress 1 = 0.118; Dispersion Accounted for = 0.986; Tucker's Coefficient of Congruence 0.993). Note Basic Values, ACHIE achievement, HEDON hedonism, STIM stimulation, SDIR self-direction, UNIV universalism, BENE benevolence, TRAD tradition, CONF conformity, SECUR security; Core Political Values: TradMor traditional morality, LwOrdr law & order, BlndPat blind patriotism, MltInt military intervention, FreEnt free enterprise, CvILib civil liberties, Equal equality

## Schwartz' value circle Sweden

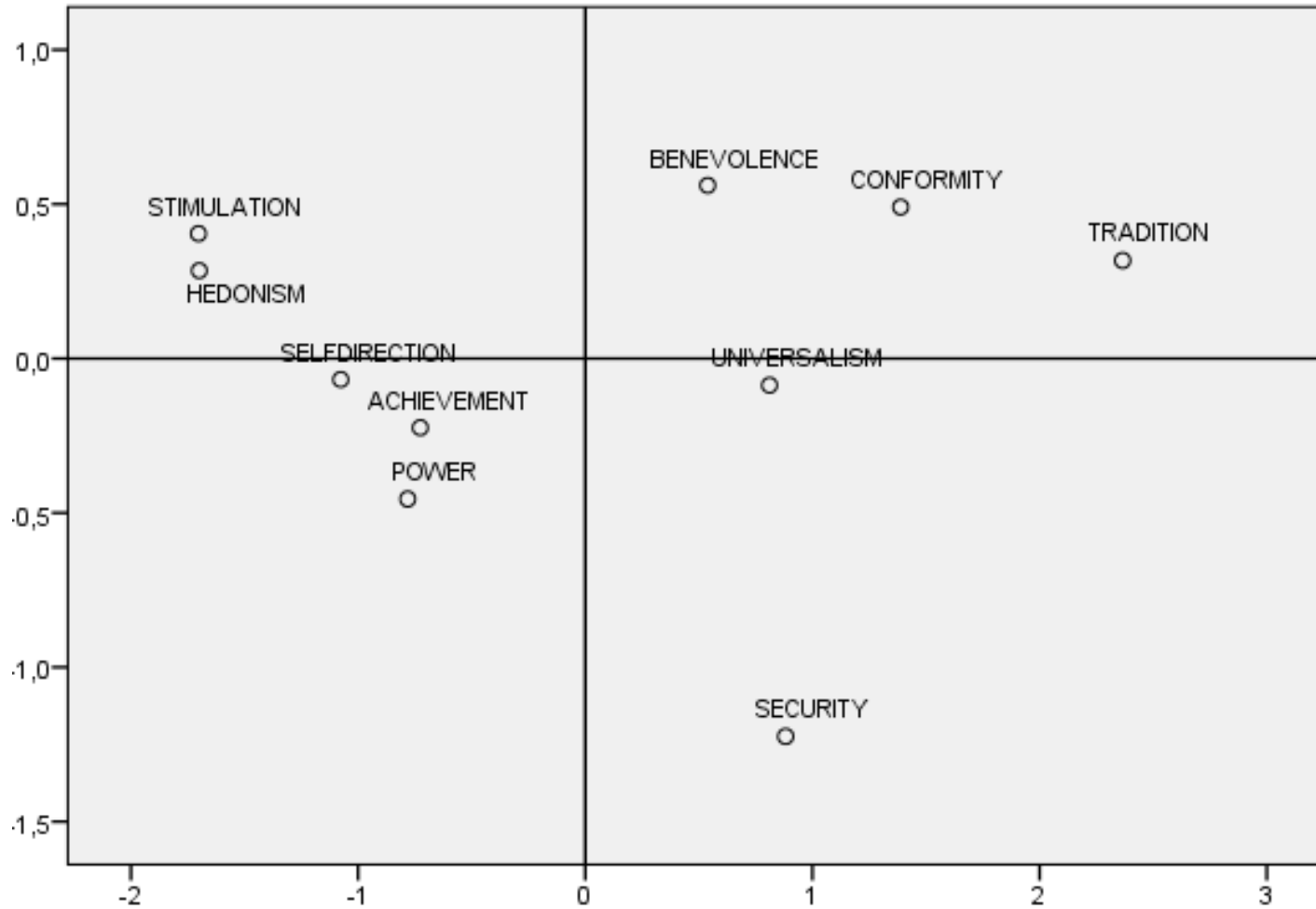


# Schwartz' value circle Latvia





# Schwartz' value circle Lithuania



Means of ratings of value importance in Sweden and Lithuania (ESS data)

Value	Sweden	Lithuania
Conformity	3,13	3,00***
Tradition	2,87	2,63***
Benevolence	1,88***	2,24
Universalism	2,10***	2,42
Self direction	2,28	2,29
Stimulation	3,35	3,12***
Hedonism	2,74***	2,91
Achievement	3,54	2,64***
Power	3,78	2,87***
Security	2,88	1,8***

\*\*p<.01. \*\*\*p<.001 (independent samples t-test).

Response scale: 1 = Very much like me, 6 = not like me at all

Means of ratings of value importance given by Swedish and Latvian students

Value	Sweden	Latvia
Conformity	3,15	2,74***
Tradition	4,30	3,33***
Benevolence	2,49***	4,18
Universalism	4,80	4,28***
Self direction	4,66**	4,91
Stimulation	3,75	3,88
Hedonism	5,24	4,24***
Achievement	3,53***	4,11
Power	3,04	3,29
Security	3,93*	4,22

\* $p < .05$ , \*\* $p < .01$ . \*\*\* $p < .001$  (independent samples t-test).

Response scale: 1 = Very much like me to 6 = not like me at all

Mean importance ratings of political values  
given by Swedish and Latvian students

Political value	Swedes	Latvians
Traditional morals	2,02	2,99***
Law and order	2,29	2,72***
Free enterprise	2,25	2,60***
Equality	3,94***	3,67
Blind patriotism	1,79	2,47***
Civic liberties	4,22***	3,81
International military intervention	2,36***	1,98
Welcome immigrants	3,97***	3,13
Protect environment	4,33	4,30

\*\*\* $p < .001$  (independent samples t-test). Response scale: 1 = Completely disagree, 5 = Completely agree

Mean ratings of different moral foundations given by Swedish and Latvian students in line with Haidt's et al (2011) MFQ scale

Moral foundation	Swedes	Latvians
Do not inflict harm	4,46***	3,62
Fairness	4,52***	3,52
Loyal to ingroup and country	3,33***	2,95
Respect for authority and traditions	3,31***	2,47
Purity and decency	2,52	2,68*

\*  $p < .05$ , \*\*\* $p < .001$  (independent samples t-test).

Response scale from 1 = Strongly disagree to 6 = Strongly agree

Examples of items from the normativism-humanism scale (Nilsson, 2014).

Humanism	Normativism
<b>View of human nature</b>	
Human beings are basically good	The bad people in the world outnumber the good people
<b>Interpersonal attitude</b>	
Human beings should be loved at all times, because they want and need to be loved	Human beings should be loved only when they have acted so that they deserve to be loved
<b>Attitude to affect</b>	
You need to be open to your feelings so that you can learn from them and understand who you are	Feelings must be controlled by reason, because they can make you do stupid things
<b>Epistemology</b>	
Creativity and curiosity are the most important tools in the search for knowledge	To observe objectively and describe in a neutral language is crucial to the pursuit of knowledge
<b>Political values</b>	
The most important goal for a society is to make sure that all its members have a chance to lead a good life	A society must enforce its laws and rules strictly in order not to deteriorate

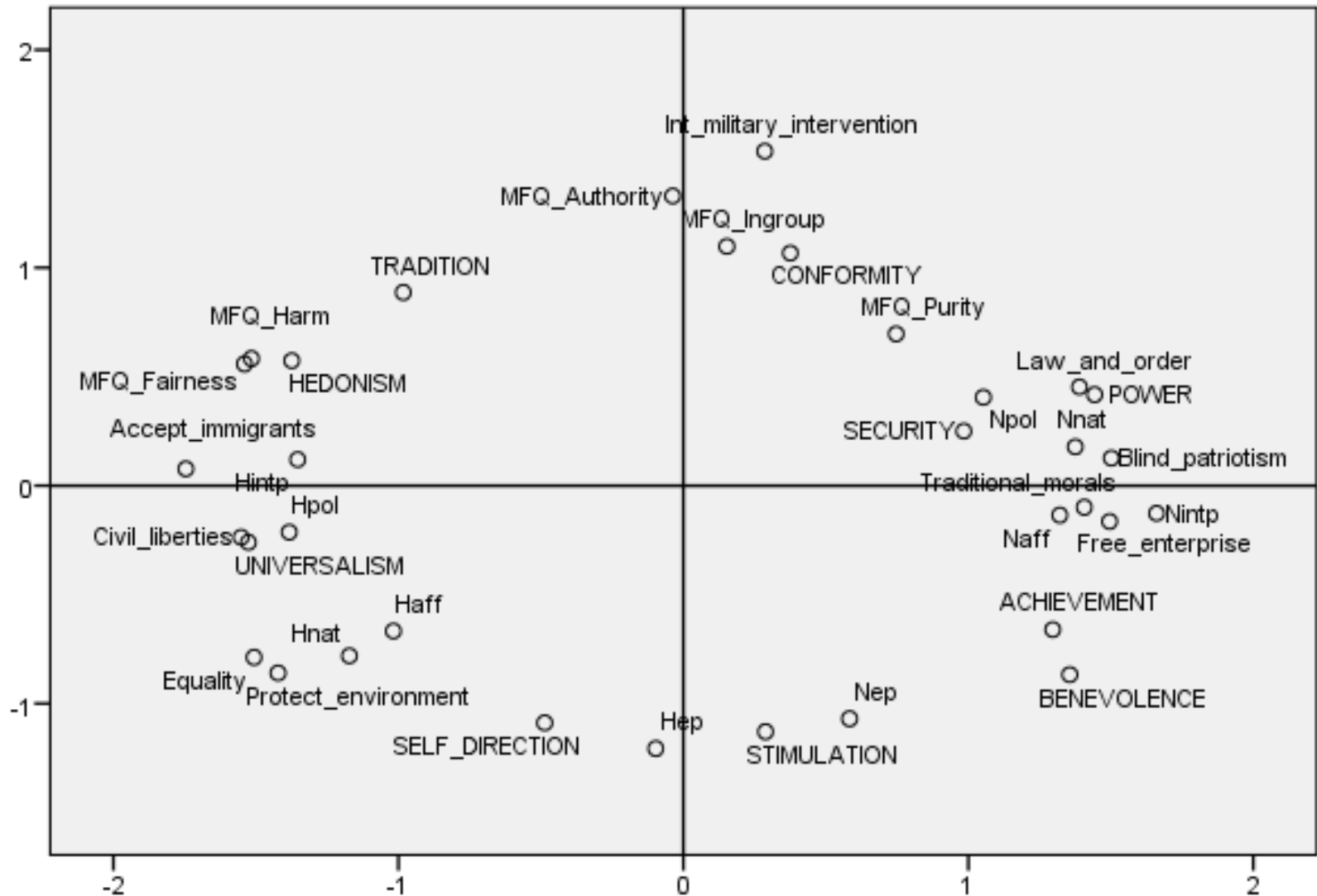
Mean responses to different facets of Nilsson's (2014) Humanism-Normativism scales from Swedish and Latvian students

Facet of world view	Humanism Swedes	Humanism Latvians	Normativism Swedes	Normativism Latvians
Human nature	5,25	5,18	3,52	3,75*
Interpersonal attitude	5,78***	5,37	2,89	3,88***
Affect	5,43	5,44	4,59	4,98***
Epistemology	5,09	5,53***	4,83	5,38***
Political values	5,60***	5,04	4,84	5,15**

\*  $p < .05$ , \*\*  $p < .01$ . \*\*\*  $p < .001$  (independent samples t-test).

Response scale from 1 = Do absolutely not agree to 6 = Agree completely

Schwartz' values, political values, moral foundations, and facets of world view. Multidimensional scaling of data from Swedish and Latvian students.





Some clues to the differences  
between Swedes and  
Latvians'/Lithuanians' values

Question	Sweden	Latvia
How important for you to live in a democratically governed country	9,35***	7,49
How democratic (country) is overall	7,78***	5,53
Placement on left-right scale	5,31***	4,93
How satisfied with life as a whole	7,87***	5,82
How satisfied with present state of economy in country	6,11***	3,96
How interested in politics	2,41	3,06***
Trust in country's parliament	5,93***	3,12
Trust in the legal system	6,27***	3,97
Trust in the police	6,72***	5,52
Trust in politicians	4,86***	2,82
Trust in political parties	4,86***	2,82
Trust in the European Parliament	4,71	4,80
Trust in the United Nations	6,27***	5,08

\*\*\*p<.001. \*\*p<.01 (independent samples t-test). 0-10 response scale.

# Conclusions

- Value structures are similar in Sweden and Lithuania and Latvia.
- `However, value priorities differ
- Swedes: "Kinder", more moralistic, positive world view and view of society
- Latvians and Lithuanians: "Tougher", but Latvian students are more idealistic according to Schwartz' value circle and have a more humanistic epistemic world view.
- Profound differences between Swedes and Latvians in how positive/negative one's country is experienced.