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GENERATIONAL CULTURE OF BABY BOOMERS IN UKRAINE: VALUE-ORIENTED APPROACH

The aim of this article is to study and evaluate the generation culture of the Ukrainian baby boomer generation on the basis of the evaluation and analysis of their basic values (value approach). To do it, a questionnaire was given to the representatives of the baby boomer generation, namely the professors of the S. Kuznets KhNEU and KhNURE. The study was conducted on the basis of M. Rokeach's method. Taking into account the results of the survey, the terminal and instrumental values of the respondents were identified and analyzed. It was found that the values of social and individual interaction, which are achieved through the use of universal values in life, are the dominant in the life of the baby boomer generation in Ukraine.

Key words: *baby boomers, generation culture, generation values, value approach, method of M. Rokeach, terminal values, instrumental values.*

At the present stage of development of cross-cultural management, the value approach is one of the most popular conceptual directions of cross-cultural research. Its essence is presented in the fact that culture is viewed as a complex and multilevel structure, and the most profound part (core) of culture is cultural values. This is discussed in detail by G. Hofstede (“bulb” model) [11], E. Hall (“iceberg” model) [10] and F. Trompenaars (three-layer model) [17].

As G. Hofstede [12] notes, culture has the following levels: national, regional, gender, generation, professional (social and class) and organizational. Therefore, when examining a culture as a whole and its levels, it is necessary to determine and evaluate the cultural values of the bearers of culture. Within the framework of the value approach, the study of values and their structure at both levels of an individual and a group of people make it possible to assess the characteristics of culture as a whole (and its levels), the representative and bearer of which is an individual or a group of people.

The first scientists who evaluated cultural values within the framework of the value approach were J. Allport, F. Vernon and K. Linzi [8], and they developed a test

of value orientations. On the basis of the studies, J. Allport, F. Vernon and K. Linzi [8] developed a theory of the inner content of an individual. The basic position is that, on the basis of values, individuals, as bearers of values, and not cultures, differ because these particular cultural values of the bearers determine their main characteristics and behavior. However, as D. Debats and B. Bartelds note [9], the main drawback of this theory is static, since fixed values are determined. Due this reason, M. Rokeach, in opposition to the value orientations test of J. Allport, F. Vernon and K. Linzi, developed another methodology for the study of values, which is aimed at studying individual (or group) ideas about a system of significant values that determine the basic life guidelines of an individual (group). According to the method of M. Rokeach cultural values are divided into two categories [15]:

- 1) terminal values – belief that an end goal of individual existence is worth craving from personal and public point of view;
- 2) instrumental values – beliefs that some kind of action is best in any situation from the personal and public points of view.

According to M. Rokeach [16], the main terminal values are developed in the period of socialization of an individual (up to 12-14 years of age) and it is almost impossible to change them in adulthood. While the change in instrumental values takes place when an individual feels inconsistency (contradictory) values. Terminal values are the main goals of an individual. They reflect the long-term life perspective, determine the life position and are achieved with the help of instrumental values, which are determined at this stage of the individual's comprehension of the life situation and himself. That is the reason instrumental values determine the model of the individual's behavior, and the terminal values determine the purpose of this behavior. As M. Rokeach noted in his work [16], belonging to a particular culture determines the division of values to terminal and instrumental and predetermines one or another behavioral pattern, that is, values are the criterion for assessing the choice of behavior of an individual or group of individuals and assessing other people in society.

D. Debats and B. Bartelds [9] note that the popularity of M. Rokeach's method is based on the fact that determining the system and the structure of values of an individual or a group of people allows us to define their basic (dominant) values and to diagnose the presence or absence of contradictory values. Also, as D. Leontev notes [4], the method of M. Rokeach is quite universal, convenient for use and conducting a survey. Researchers M. Gorbatova and M. Lyakhova [2], L. Safiullina, and N. Zotkin [5], N. Skrinko and K. Lozna [6], G. Galkina and E. Gribkova [1] used the method of M. Rokeach to evaluate the generation culture of students. Also on the basis of this method, E. Dunaevskaya [3] and Y. Soshina [7] studied the features of the generation culture of schoolchildren. However, most studies did not pay enough attention to the evaluation of the generation culture of modern generations which were identified within the framework of the theory of generations of N. Howe and U. Strauss. It is the reason this direction of research requires more detailed consideration.

The aim of this study is to evaluate and analyze the generation culture of baby boomers generation on the basis of evaluation and analysis of the value systems of professors at the Kharkov National University of Economics and the Kharkov National University of Radio Electronics using the method of M. Rokeach.

The modern theory of generations was developed in the 1990s by N. Howe and V. Strauss. According to this theory [13], representatives of each of the generations have their own system of values, which was formed under specific conditions in a certain period of time. Each generation had a process of socialization at different time, therefore the value systems of these generations are not identical, and also have some contradictions [14]. Rapid and radical changes in society only strengthen this difference in values. Generation (basic) values are developed at the age of 12-14 years under the influence of social events (political, cultural, economic and social) that determine characteristics of technological progress, as well as family upbringing [13]. One of the modern generations of Ukrainians is baby boomers, who were born in 1946-1964.

The survey, which was conducted in December 2016 on the basis of Simon Kuznets Kharkiv National University of Economics and the Kharkiv National University of Radio Electronics, two categories of respondents (representatives of the Ukrainian baby boomers generation), who are bearers of one generation culture took part: 1) professors of Simon Kuznets KhNEU; 2) professors of KhNURE.

A sample of 52 professors (aged $61,05 \pm 8,95$ years), among them 44.23% are male and 55.77% are female. The age and gender structure of the respondents is shown in Table. 1.

Table 1

Age and gender structure of respondents

Age	Gender, %		Age	Gender, %	
	male	female		male	female
52	-	9,62	62	3,85	-
53	3,85	5,77	63	1,92	-
54	3,85	5,77	64	-	-
55	1,92	5,77	65	5,77	5,77
56	-	1,92	66	-	1,92
57	1,92	-	67	1,92	-
58	-	5,77	68	1,92	1,92
59	1,92	1,92	69	-	3,85
60	1,92	1,92	70	13,46	1,92
61	-	1,92	-	-	-

The method of M. Rokeach is based on the direct ranking of two groups of values (terminal and instrumental). Respondents were offered the following list of terminal and instrumental values [4], which is given in Table. 2.

Table 2

List of values (method of M. Rokeach)

№	Terminal values	Instrumental values
1	active and interesting life	accuracy (cleanliness)
2	inner harmony	high demands
3	wisdom	manners and politeness
4	health	buoyancy
5	interesting job	intelligence and education
6	love	diligence
7	financially secured and comfortable life	independence
8	real friendship	irreconcilability to shortcomings in themselves and others

9	public recognition	responsibility
10	knowledge	rationalism
11	productive life	self-control
12	development	courage in views, opinions
13	freedom	strong will
14	art	tolerance
15	aspirations beauty	honesty
16	happy family life	keenness
17	happiness of others	liberality
18	pleasure	effectiveness in activities

Respondents determined the importance for each of the values: from 1 to 18 (1 – most significant value, 18 – least significant value). First, terminal values and then instrumental values were evaluated. To obtain aggregate results from groups of respondents for each of the values, the arithmetic mean of each value was calculated from the data of the whole group, and then the average mean of all values was ranked: the value with the lowest average mean was ranked 1, the next average mean was rank 2, and so on. In order to confirm the connection between the respondents' ratings of terminal and instrumental values for each of the groups, calculations of the Pearson coefficients (r) were used. The Pearson coefficients were in the range of $r = 0.686 \div 901$, which indicates a rather high degree of agreement between the respondents' points of view for each of the categories of values.

As a result of the ranking of values, group hierarchies of terminal and instrumental values were obtained (Figure 1, Figure 2).

Leading ranks (1-6 ranks) in the total system of terminal values of the representatives of the Ukrainian baby boomer generation are for both individual values (D. Leontiev's approach [4]) (“health”, “active and interesting life” and “interesting job”) and social values (“aspirations beauty”, “inner harmony”, and “love”). Among the terminal values, which are not important (16-18 ranks), the respondents singled out a “happy family life”, “art” and “pleasure”.

Leading ranks (1-6 ranks) in the hierarchy of instrumental values create two blocks of values (D. Leontiev's approach [4]): communicational values (“manners and politeness”, “buoyancy”, “honesty”) and affairs values (“responsibility”, “intelligence and education”, “diligence”).

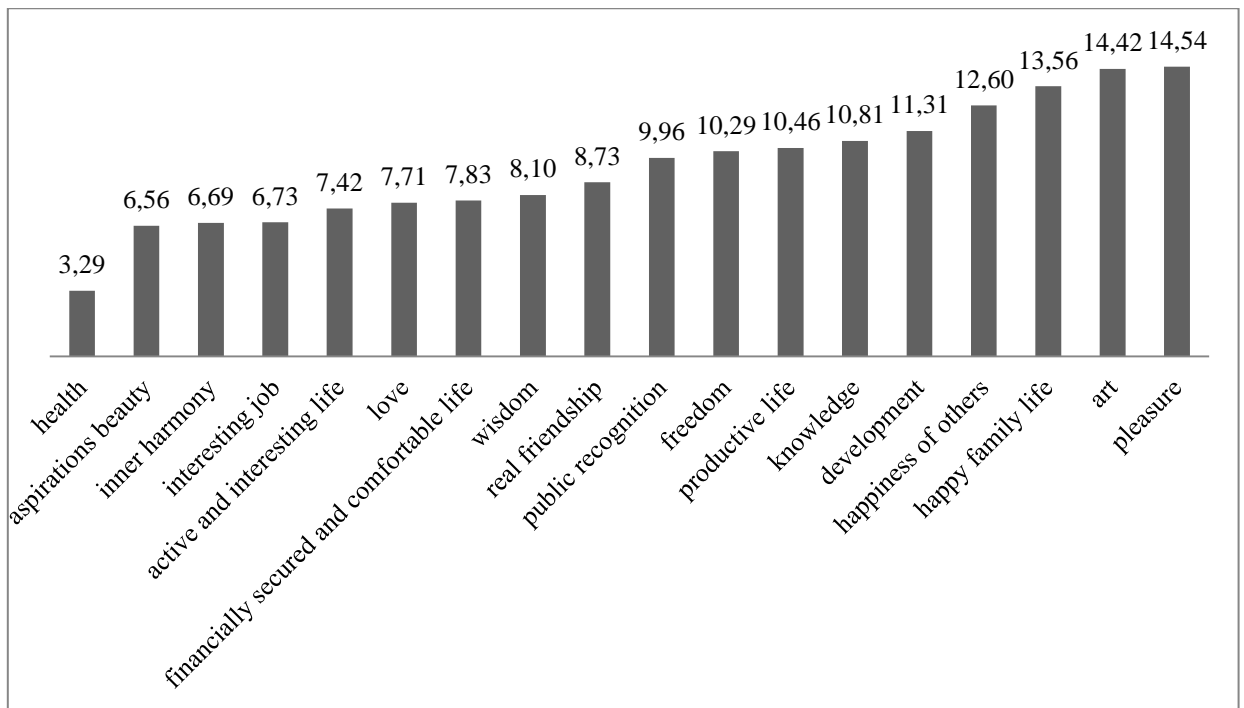


Fig. 1. Hierarchy of terminal values of Ukrainian generation of baby boomers

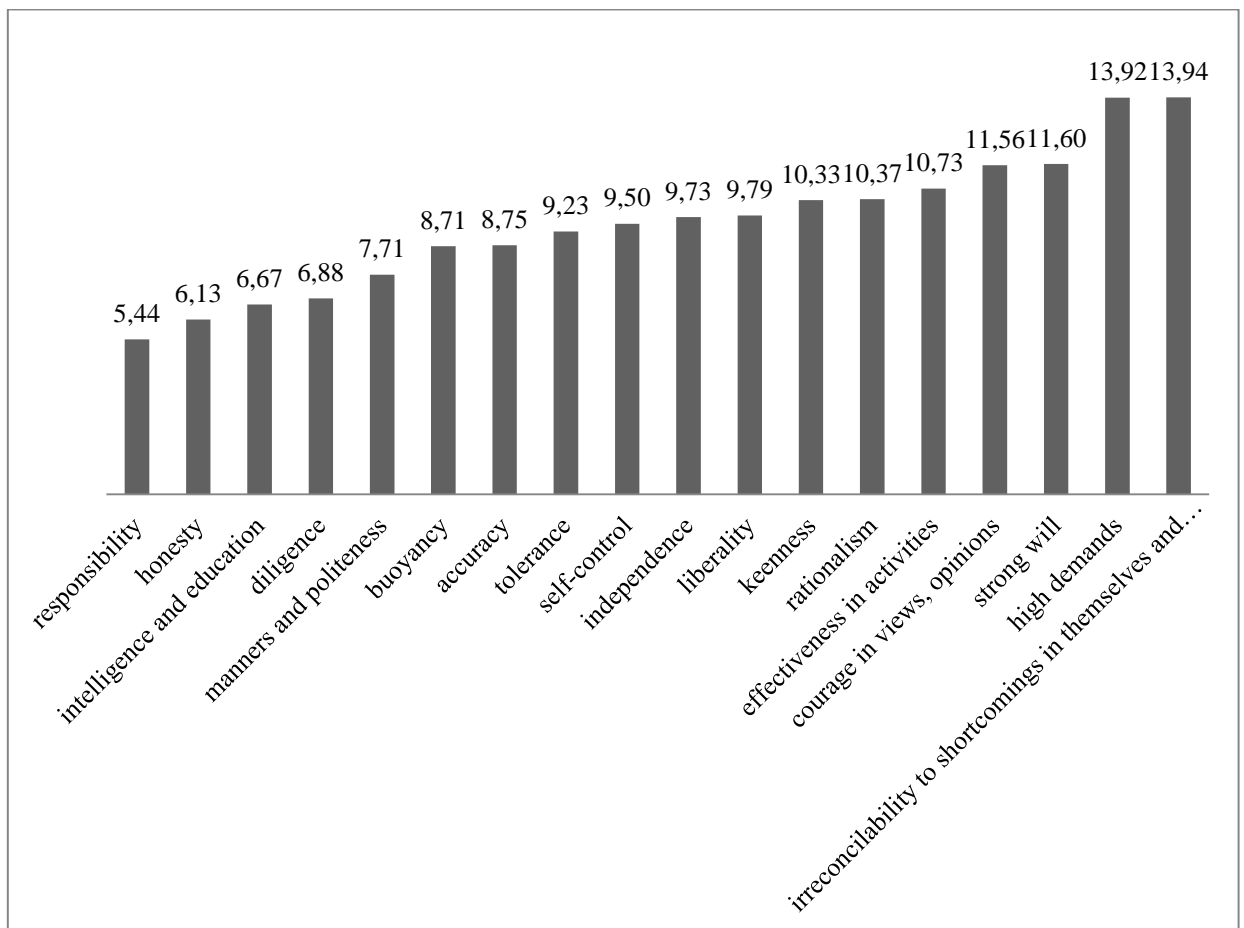


Fig. 2. Hierarchy of instrumental values of Ukrainian generation of baby boomers

Among the instrumental values that are not important or completely rejected (16-18 ranks), the respondents identified “strong will”, “high demands” and “irreconcilability to shortcomings in themselves and others”.

Since all the respondents have undergone the process of socialization under the conditions of the Ukrainian national culture, therefore they have a common national culture. That is why, on the basis of the results of comparing respondents' value systems, it is possible to define the characteristics of their generation culture, of which all the respondents are representatives.

On the basis of the analysis of the hierarchies of terminal values, it can be argued that three values of individual interaction are defined in the leading ranks of terminal values: “health” (as a standard, widespread value, which is passed down from generation to generation), “active and interesting life” and “interesting job” and three values of social interaction (“love”, “inner harmony” and “aspirations beauty”). The least significant terminal value for the baby boomers generation is the value of individual interaction “pleasure”. Analysis of the structure of the most important terminal values shows that representatives of Ukrainian baby boomers generation are equally oriented to the values of social interaction and individual interaction, which is achieved due to the use of universal human values. In the hierarchy of instrumental values, the most important values are five universal values (“responsibility”, “manners and politeness”, “honesty”, “diligence” and “buoyancy”) and one value of social success (“intelligence and education”). Such unimportant values of self-affirmation (“high demands” and “irreconcilability to shortcomings in themselves and others”) received low rank among the respondents.

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