

GENERATIONAL THEORY: VALUE-ORIENTED APPROACH

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Lepeyko T. I., Blyznyuk T. P. Generational Theory: Value-Oriented Approach

The aim of the article is to identify, analyze and compare basic values of representatives of modern generations in Western Europe and Ukraine using the value-oriented approach, which implies the perception of generational values as one of the three basic layers of personal values (individual, generational and national ones). The article analyzes basic values and conditions of their formation for five modern generations in contemporary Western Europe and Ukraine: the Silent, the Baby Boomers, Generation X, Generation Y and Generation Z. The results of the comparative analysis of basic values inherent in representatives of these generations showed their almost complete identity despite the differences in conditions of their formation. Thus the key factor of grouping people of approximately the same age into one generation is the presence of identical values.

Keywords: values, generation, generational conflict, layers of personal values, generational values.

Fig.: 1. **Tbl.:** 2. **Bibl.:** 14.

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Лепейко Т. І., Близнюк Т. П. Теорія поколінь: ціннісно орієнтований підхід

Метою статті є виявлення, аналіз і порівняння основних цінностей представників сучасних поколінь Західної Європи та України на основі ціннісно орієнтованого підходу, який заснований на сприйнятті цінностей поколінь як одного з трьох основних шарів цінностей кожної особистості (індивідуальні, поколінські та національні). Проаналізовано основні цінності та умови їх формування у п'яти сучасних поколінь, представлених у сучасній Західній Європі та Україні: «мовчазні», бебі-бумери, покоління Х, покоління Y і покоління Z. Результати порівняльного аналізу основних цінностей представників цих поколінь показали їх майже повну ідентичність, незважаючи на відмінності в умовах їх формування. Таким чином, ключовим фактором об'єднання груп людей приблизно одного віку в одне покоління є саме наявність ідентичних цінностей.

Ключові слова: цінності, покоління, конфлікт поколінь, шари цінності особистості, поколінські цінності.

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Лепейко Т. И., Близнюк Т. П. Теория поколений: ценностно ориентированный подход

Целью статьи является выявление, анализ и сравнение основных ценностей представителей современных поколений Западной Европы и Украины на основе ценностно ориентированного подхода, который основан на восприятии ценностей поколений как одного из трех основных слоев ценностей каждой личности (индивидуальные, поколенческие и национальные). Проанализированы основные ценности и условия формирования этих ценностей пяти современных поколений, представленных в современной Западной Европе и Украине: «молчаливые», беби-бумеры, поколение X, поколение Y и поколение Z. Результаты сравнительного анализа основных ценностей представителей этих поколений показали их почти полную идентичность, несмотря на различия в условиях их формирования. Таким образом, ключевым фактором объединения групп людей приблизительно одного возраста в одно поколение является именно наличие идентичных ценностей.

Ключевые слова: ценности, поколение, конфликт поколений, слои ценностей личности, поколенческие ценности.

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One of the main reasons of the economic prosperity of some countries and underdevelopment of others are their cultural differences. Some cultural characteristics can obstruct the economic development of the country, while others can contribute to this process. The direct and immediate impact of cultural values on the economic situation in the country is not clearly proved. There are a lot of discussions around this problem [5]. According to one of the opinions, culture and values have close relationships with economic development of society [2, p. 152].

S. Schwartz [12] in his theory of basic human values emphasizes that there is a universal organization of human motivations built upon the nature of values. The structure of the values is universal, but individuals and groups differ substantially in the relative importance they attribute to these values.

According to Neil Howe and William Strauss and their generational theory [10], key factors to define personalities in each generation are generational values. Therefore, in the process of comparative analysis of generations and

their characteristics the main emphasis should be made on the basic generational values.

The *aim* of the article is to identify, analyze and compare modern generations in Western Europe and Ukraine using the value-oriented approach. The object of the research is the process of forming basic values of each modern generation in Western Europe and Ukraine. The methodology of the research is based on studying and analyzing foreign scientific literature [5–12; 14] as well as works by domestic scientists [1–4; 13] that focus on the basic aspects of the theory of basic human values and the generational theory.

Values are used to characterize cultural groups, societies, and personalities, to trace their changing over time and explain the motivational bases of attitudes and behavior. Personal values are the background for integration of social relations in any country. P. Mondal [8] considers personal values the basis of judgments about what is desirable, beautiful, proper, correct, important, worthwhile and good as well as what is undesirable, ugly, incorrect, improper and bad. Unlike needs, personal values are the most stable part of human internal characteristics.

Formation of the system of personal values is going up to the age of twelve or fourteen. A child does not evaluate events in terms of “good or bad”, “right or wrong”. He (or she) just tries to find how to live in these conditions, and this process of adaptation to the life is the process of forming personal values.

The list of these values is universal, but for the personality different values have different meaning. Their hierarchy for the personality is unique [1] but their structure is universal and has particular layers resulting from the features of their formation. The system of layers of personal values is presented in *Fig. 1*.

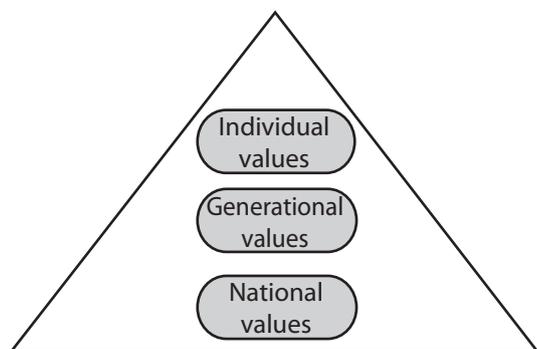


Fig. 1. The system of personal values

According to this model, there are three layers of personal values. The formation of the layer of individual values is a result of family upbringing and influence of the nearest environment (kindergarten, school). These individual values make each personality so unique even if personalities have similar generational and national values.

The layer of generational values is formed under the influence of events in social, cultural, economic and political environment of the country (region) during the period of first fourteen years of life. That is why representatives of different generations have different lists of these values. These

generational values are deep-seated, unconscious, and not explicit for the personality, but they determine the formation of the personality, influence on the life, activity and behavior of the personality.

The layer of national values is a result of the influence of national traditions and history, identity and religion, language and culture. Inhabitants of the same territory, regardless their age, usually have mostly the same national values.

Neil Howe and William Strauss [10] in their generational theory analyze “the conflict of generations” and emphasize that “generations are formed by the way historical events and moods shape their members’ lives and by the fact that these events and moods affect people very differently depending on the phase of life they occupy at the time”. They found that this conflict is based not on the difference in age but on the difference in lists of generational values of different age groups. That means that the key factor of grouping people into the same generation is similar generational values that exist on the subconscious level of each personality [10].

So, generation is a group of people born in a certain period, influenced by the same events and features of environment, and as a result are carriers of the similar system of generational values that exist on the subconscious level of representatives of the generation.

Though in some countries there are very specific moments in time when one generation ends and the new one starts. This leads to slightly different dates for each generation in different areas (regions and countries), but global events of the last century made for a more exact match of the dates. Each generation usually is about 20 ± 2 years in length, this is the time from the birth of a group of individuals to the time they become adults and start their own families.

Neil Howe and William Strauss [10] identified four main archetypes of generations: prophet, nomad, hero, and artist. Each archetype has particular characteristics, which are inherent in every generation of this archetype (each fourth generation). Prophet generations are born after a great war or other crisis, during a time of rejuvenated community life and consensus around a new societal order. Nomad generations are born during a cultural renewal, a time of social ideals and spiritual agendas, when youth-fired attacks break out against the established institutional order. Hero generations are born after a spiritual awakening, during a time of individual pragmatism, self-reliance, *laissez-faire*, and national (or sectional or ethnic) chauvinism. Artist generations are born during a great war or other crisis, a time when worldly perils boil off the complexity of life, and public consensus, aggressive institutions, and personal sacrifice prevail [10].

Any society in the world is a combination of generations that coexist at a certain moment in time. In modern Western Europe there are five generations of inhabitants: 1) the Silent Generation; 2) the Boom Generation; 3) Generation X, 4) Generation Y and 5) Generation Z. Basic characteristics of these five generations in Western Europe [7; 8; 10; 11; 13; 14] are systematized, analyzed and presented in *Table 1*.

Basic characteristics of modern generations in Western Europe: classic approach

Generation	Birth years	Archetype	Life experience (formation of values)	Basic values
1	2	3	4	5
<i>Silent Generation</i> Forgotten Generation "Traditionalists"	1925–1945	Artist	Great Depression (1929–1939) World War II (1939–1945) Creation of the UN (1945) Korean War (1950–1953) <i>until the beginning of 1950s</i>	Adhere to rules Conservatism Delayed reward Discipline and diligence Duty before pleasure Family focus Hard work Law and order Loyalty Patriotism Patience Respect for authority Responsibility Silence Stabilizing Trust in government
<i>Baby Boomers</i> "Winners"	1946–1964	Prophet	Post-War boom (1945–1960) Cold War (1945–1991) Space Travel (1961) Vietnam War (1964–1975) Invasion of Czechoslovakia (1968) Woodstock (1969) "Swinging Sixties" Youth culture Rock music Sexual Revolution (1960s) First plastic surgeries Creation of contraceptive pills (1960s) <i>until the beginning of 1970s</i>	Achievement Anti-war Anything is possible Cult of youth and success Extremely loyal to their children Leadership and power Optimism Personal gratification Personal growth Rationalism Team oriented Workaholics
<i>Generation X</i> Unknown Generation Thirteenth Generation MTV Generation "Latchkey kids"	1965–1980	Nomad	Watergate (1972–1974) Afghan War (1979–1989) End of Cold War (1991) AIDS (1981) Fall of Berlin Wall (1989) Collapse of the USSR (1991) Operation Desert Storm (1991) Drugs Alternative music Era of personal computers Boom of divorces Energy crisis MTV <i>until the beginning of 1990s</i>	Adaptation Entrepreneurship and innovation Family focus Global thinking Lifelong learning Ignore authorities Independence Individualism Flexibility Freedom Pragmatism Self-reliance Skepticism Technological literacy
<i>Generation Y</i> Millennials Generation Why Generation Next Generation Zero Echo Boomers "Thumb Generation" "Network kids"	1980–2000	Hero	Death of Princess Diana (1997) Military conflicts Digital Media 9/11 terrorist attacks SARS Google Earth Era of brands Globalization <i>until now</i>	Avid consumers Ability to obey Civic duty Confidence Diversity Extremely techno savvy Global community Immediate reward Innocence High morals Highly tolerant Hotly competitive Like personal attention Optimism Self-confidence Sociability still forming

1	2	3	4	5
Generation Z Generation I Internet Generation Generation M (multitasking) "Homelanders" New Silent Generation	2001 –	Artist	Terrorist attacks Climate changes Military conflicts Globalization <i>still forming</i>	Ambition Multi-task Pragmatism Realism Technology-reliance Extremely techno-savvy Entrepreneurship <i>still forming</i>

Source: according to Neil Howe and William Strauss [10].

Traditionalists, also known as the Silent Generation and the Forgotten Generation (1925–1945, now age 91–71), grew up in the period of Great Depression and World War II. Their basic values were formed until the beginning of 1950s. This generation is known as "silent" because they were viewed as an age cohort that never rose in protest as a unified political entity [8]. According to the Howe-Strauss [10] classification of generational archetypes they are the Artist Generation. The Silent Generation started out as the children of crisis and grew up while older people were fighting wars and making great sacrifices on their behalf. The Silent Generation brought the strong work ethics of their parents to the factories of the industrialized society. They believe that you earn your living through hard work [10]. The traditionalists value old-time morals, safety, security, and consistency. They favor conventional business models in the legal workplace and a top-down chain of command as well as work ethics and reliability are important to them [7].

The Baby Boomers, also known as the Winners (1946–1964, now age 70–52) grew up as increasingly indulged children, came of age as the narcissistic youth praising a spiritual awakening, cultivated moralistic principles in their midlives, and emerged as wise elders guiding another historical crisis [10]. Their basic values formed until the beginning of 1970s. According to the Howe-Strauss [10] classification of generational archetypes they are the Prophet Generation. The Boomers are the indulged results of post-war optimism, tomorrow land rationalism, and a "Father Knows Best" family principle. This post-war generation is all about goal setting and achievement. They enjoy creating goals for themselves, or even being assigned specific goals to reach, they are "workaholics". This concerns both their personal and professional lives. For the Winners there are no insurmountable barriers, each new barrier is a personal challenge. The main thing for them is their victory, and they are not able to stop till they win [10]. This generation experienced dramatic shifts in educational, economic and social opportunities. The Boomers are independent and self-assured. They were raised during a turbulent time in history, and they were required to take on their fair share of responsibilities in order to fulfill their roles in society. One of the Boomers' strongest characteristics is their sense of community, ability to unite people [7].

Generation X, also known as the Unknown Generation, the Thirteenth Generation, the MTV Generation and "Latchkey kids" (1965–1980, now age 51–36), grew up in an era of crises from Watergate to the energy crisis and the col-

lapse of Soviet Union. Their basic values formed until the beginning of 1990s. According to the Howe-Strauss [10] classification of generational archetypes, they are the Nomad Generation. They were unprotected children, came of age as the alienated youth in a post-awakening world, mellowed into pragmatic midlife leaders during a crisis, and became tough post-crisis elders [10].

Generation X had an early experience of independent life, which resulted in their independence but also their formation as personalities, the ability to rely on their own strength and experience. They are globalists who do not like barriers and rules [14]. Generation X consists of the largest number of immigrants in the XX century. The feature of this generation is willingness to change and flexibility as a result of the influence of political and social instability in time of their formation. This generation has entrepreneurial talent. Representatives of this generation are already the greatest entrepreneurial generation in U. S. history [10].

The Generation Y, also known as the Millennials, the Generation Why, the Generation Next, the Generation Zero, the Echo Boomers, "Thumb generation" and "Network kids" (1981–2000, now age 35–16) grew up in the new era of globalization, communicational technologies and wireless connectivity, terrorist attacks, military conflicts and epidemics (SARS). Their basic values are still forming. According to Howe – Strauss [10] classification of generational archetypes they are the Hero Generation. The Millennials are the most protected children in history and the most global generation because they are living in an age of unprecedented diversity and exposure to other cultures. Their strong family relationships with their parents and extended families influence their adult lives. The Millennials are characterized by focusing on quick results and importance of self-realization; looking for comfortable psychological climate, flexible schedule, informal communicational style and entertainment component in any activity. They prefer quickly achievable goals [10]. Informational and digital technologies have the main influence on the formation of this generation [11].

Generation Z, also known as Generation I, the Internet Generation, Generation M (multitasking), "Homelanders" and the New Silent Generation (born after 2000, now age 16 and younger), were born into the period of terrorism, global recessions and climate changes and grown up in a time of violence, volatility and complexity. Basic values of this generation are still forming. According to Howe-Strauss [10] classification of generational archetypes they are sup-

posed to be the Artist Generation, but till now it is hard to assert this. Generation Z became much more impatient and multi-task than the previous generations because of growing in a technological boom period [11]. They know how to self-educate and find information. In communications Generation Z prefer visuals and sounds over text, they communicate through images, icons and symbols using simple, short and interactive content.

Now in Ukraine like in Western Europe there are five generations of inhabitants: the Silent Generation; the Baby Boomers; Generation X, Generation Y and Generation Z. Key differences in their characteristics in Ukraine and in Western Europe are their life experience and dates of birth.

Basic characteristics of these five generations in Ukraine are systematized, analyzed and presented in *Table 2* [3; 4; 10; 13].

Table 2

Basic characteristics of modern generations in Ukraine

Generation	Birth years*	Life experience (formation of values)*	Basic values	Famous representatives**	Population***
1	2	3	4	5	6
Silent Generation	1925–1945	Stalinist repressions (the beginning of 1930s–1953) Industrialization (the end of 1920s–1941) World War II (1941–1945) Post-war devastation (1945–1953) Starvation (1946–1947) Discovery of antibiotics in the USSR (1942) Stalin's death (1953) <i>until 1953</i>	Adhere to rules Conservatism Delayed reward Discipline and diligence Duty before pleasure Family focus Hard work Honesty Loyalty Patriotism Patience Respect for authority Responsibility	Leonid Bykov (1925–1979) Lina Kostenko (1930) Miroslav Popovich (1930) Leonid Kravchuk (1934) Vyacheslav Chornovil (1937–1999) Vasyl Stus (1938–1985) Leonid Kuchma (1938) Valery Lobanovsky (1939–2002) Bohdan Stupka (1941–2012)	13%
Baby Boomers	1946–1965	Post-War boom (1945–1965) Cold War (1945–1991) Soviet "Thaw" (the mid. 1950s – the mid. 1960s) Soviet Union empire (1960s) First space flight (1961) Guarantee of free uniform education Guarantee of free health care <i>until 1973</i>	Achievement Cult of success Leadership and power Optimism Personal gratification Personal growth Rationalism Team oriented Workaholics	Sofia Rotaru (1947) Vladimir Ivasjuk (1949–1979) Oleg Blokhin (1952) Viktor Yushchenko (1954) Yulia Tymoshenko (1960) Sergey Bubka (1963)	28%
Generation X	1966–1986	War in Afghanistan (1979–1989) End of Cold War (1991) Perestroika (1985–1991) Chernobyl (1986) AIDS in Soviet Union (1989) Drugs Total deficit (1980–1990s) Independence of Ukraine (1991) <i>until 1993</i>	Adaptation Entrepreneurship and innovation Family focus Global thinking Lack of patriotism Lifelong learning Ignore authorities Independence Individualism Flexibility Freedom Pragmatism Self-reliance Skepticism Technological literacy	Vitaliy Klichko (1971) Ruslana Lyzhychko (1973) Basil Virastjuk (1974) Arseniy Yatsenyuk (1974) Svyatoslav Vakarchuk (1975) Vladimir Klichko (1976) Andrey Shevchenko (1976) Oksana Baiul (1977) Lilia Podkopayeva (1978) Yana Klochkova (1982) Jamala (1983) Anna Bessonova (1984) Anna Ushenina (1985)	32%
Generation Y	1987–2005	Declining birth rates (until 2005) Political crises in the Ukraine (2013–2014) Terroristic attacks Military conflicts SARS Development of digital technologies	Ability to obey Civic duty Extremely tech-comfortable Global community Immediate reward Innocence High morals	Oleksandr Usyk (1987) Anastasia Kamensky (1987) Anastasia Prihodko (1987) Catherine Lagno (1989) Svetlana Tarabarova (1990) Maria Yaremchuk (1993) Alina Grosu (1995)	17%

1	2	3	4	5	6
		Social media Google Earth Era of brands Globalization Antiterrorist operation (from 2014) <i>until now</i>	Highly tolerant Like personal attention Responsibility Self-confidence Sociability <i>still forming</i>		
Generation Z	2006–	Terrorist attacks Climate changes Military conflicts Globalization Antiterrorist operation (from 2014) <i>still forming</i>	Multi-task Realism Technology-reliance <i>still forming</i>	–	10%

* Authors' approach.

** Sources: <http://nv.ua/project/istoria-100-vydayushchikhsya-l.html>; https://miridei.com/success-ideas/successful-stories/50_izvestnyh_ukraintsev

*** Source: <http://www.nakanune.ru/articles/18461/>

In Ukraine the Silent Generation (1925–1945, now age 91–71) grew up in the period of Stalinist repressions, industrialization, World War II, post-war devastation and starvation in 1946–1947. According to the author's opinion, their basic values formed until 1953 (Stalin's death). This generation in Ukraine was formed in more difficult conditions than in Western Europe, but the list of their basic values in Ukraine and Europe is mostly similar.

The Baby Boomers (1946–1965, now age 70–51) in Ukraine formed in the period of Post-War boom, the formation of the Soviet Union as a super empire and Soviet "Thaw". Their basic values formed until 1973. According to the authors' opinion, the key factor that formed this generation in Ukraine was Post-War Boom (1945–1965). This generation in Ukraine has mostly the same list of basic values as in Western Europe.

Generation X (1966–1986, now age 50–30) in Ukraine and in European countries grew in radically different informational, conceptual and cultural spaces. Values of this generation in Ukraine formed in difficult times (perestroika, Chernobyl, total deficit, independence of Ukraine). According to the authors' opinion, the key event that formed this generation in Ukraine was Chernobyl (1986). But the lists of their basic values in Ukraine and Europe are mostly similar. Only lack of patriotism could be classified as national difference of this generation in Ukraine. This generation presents the largest part in the structure of population in Ukraine. Now it is becoming dominant in social, political and economic life of the country.

Generation Y (1987–2005, now age 29–11) do not differ much in values and attitudes in countries of the world because of global processes characteristic for this period. According to the authors' opinion, the key event that formed this generation in Ukraine was strong decline of birth rates until 2005. Their basic values are still forming.

Generation Z (born after 2006, now age 10 and younger) is too young in Ukraine. Their basic values are still forming. According to the authors' opinion, one of the key events that formed this generation in Ukraine is the beginning of the Antiterrorist operation (2014).

CONCLUSIONS

Values are used to characterize cultural groups, societies, and personalities. List of these values is universal but different values for the personality have different meaning. The structure of personal values is universal and includes three layers: individual, generational and cultural. The list of generational values is one of the main layers of personal values. These values are formed under the influence of the most important events in social, cultural, economic and political environment of the country (region) during the period of first fourteen years of the life of the personality. As a result the list of these values for each generation is different and even opposite (respect or ignore authority; team orientation or individualism; delayed or immediate reward). Generation is a group of people born in a certain period, influenced by the same events and features of environment, and as a result, are carriers of the similar system of generational values existing on their subconscious level. These values are implicit and perceived unconsciously, but they determine the formation of the personality, influence the life, activity and behavior of the personality. Conflicts of values inherent in different generations result in "the conflict of generations".

Based on the results of this research, the authors made a conclusion that representatives of the same generation in Ukraine have mostly the similar list of basic values as in Western Europe and the list of these generational values is the key factor of grouping personalities in the similar generation regardless their national values. ■

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