

Generational theory: value-oriented approach

Lepeyko T.I., Blyznyuk T.P.

Introduction. One of the main reasons for the economic prosperity of some countries and the underdevelopment of others are their cultural differences. Some cultural characteristics could obstruct the economic development of the country, while others could contribute this process. The direct and immediate impact of cultural values on the economic situation in the country is not clearly proven. There are a lot of discussions around this problem [5]. According to one of the opinions culture and values have close relationships with the 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 because of 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 [10] in their generational theory key factors of determine personalities in each generation are generational values. Therefore in process of comparative analysis of generations and their characteristics the main emphasis has to be given to the basic generational values.

The research aim of this paper is to identify, analyze and compare modern generations of Western Europe and Ukraine through the value-oriented approach. The research object of the current survey is process of formation basic generational values of each modern generation in Western Europe and Ukraine. The methodology of the survey is based on researching and analyzing scientific literature from foreign sources [5-12, 14] and also domestic sources [1-4, 13] which 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 change over time, and to explain the motivational bases of attitudes and behavior. Values of personalities are the background of integration social relations in any country. For Mondal P. [8] personal values are 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 twelve or fourteen years old. 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.

List of these values is universal but different values for the personality have different meaning. Their hierarchy for the personality is unique [1] but their structure is universal and has particular layers as a result of the features of their formation. The system of layers of personal values is submitted on the figure 1.

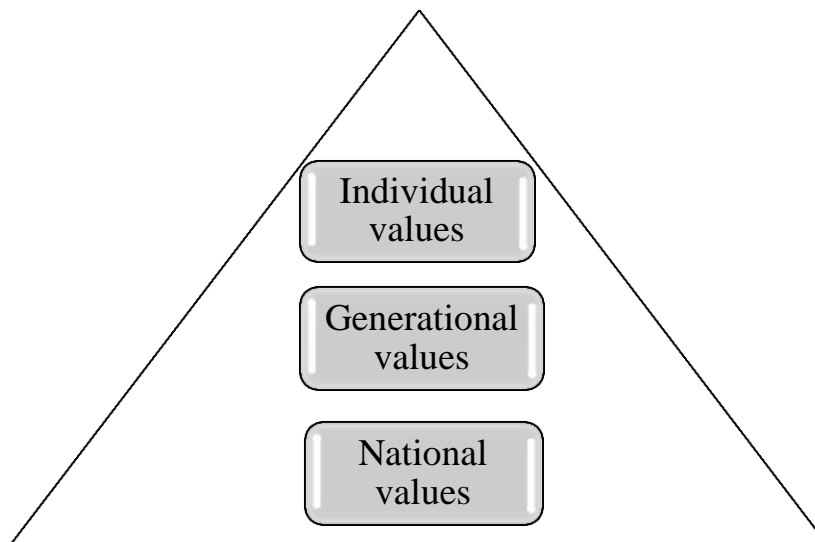


Figure 1. The system of personal values

According to this model there are three layers of personal values. The formation of the layer of individual values is result of family upbringing and influence of nearest environment (kindergarten, school). These individual values made 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 the 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 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 the difference in age but on the difference in lists of generational values of different ages. That means that key factor of gathering people in the same generation is similar generational values that are existed on a subconscious level of each personality [10].

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

Although in some countries, there are very specific moments in time when one generation ends and a new one starts. This leads to slightly different dates in different areas (regions and countries), but global events of the last century influenced on the more exact match of 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 and start to have their own families and children.

Neil Howe and William Strauss [10] label 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 combination of the generations that coexist at that moment in time. In modern Western Europe there are five generations of inhabitants: 1) the Silent generation; 2) the Baby boomers; 3) the generation X, 4) the generation Y and 5) the generation Z. Basic characteristics of these five generations in Western Europe [7, 8, 10, 11, 13, 14] are systematized, analyzed and presented in the tab. 1.

Table 1

**Basic characteristics of modern generations in Western Europe:
classic approach***

Generation	Birthday years	Archetype	Life experience (formation of values)	Basic values
Silent generation 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
Baby Boomers “Winners”	1946-1964	Prophet	Post-War boom (1945-1960) Cold War (1945-1991) the first space flight (1961) Vietnam War (1964-1975) the invasion of Czechoslovakia (1968) Woodstock (1969) “Swinging Sixties” youth culture rock music the sexual revolution (1960s) the first plastic surgeries the 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
Generation X Unknown	1965-1980	Nomad	Watergate (1972-1974) Afghan war (1979-1989)	adaptation entrepreneurship and

generation Thirteenth generation Generation MTV “Latchkey kids”			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 alternative music boom of divorces energy crisis MTV <i>until the beginning of 1990s</i>	innovation family focus global thinking lifelong learning ignore authorities independence individualism flexibility freedom pragmatism self-reliance skepticism technological literacy
Generation Y Millennials Generation Why Generation Next Generation Zero Echo Boomers “Thumb generation” “Network kids”	1981-2000	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 tech-comfortable global community immediate reward innocence high morals highly tolerance hotly competitive like personal attention optimism self-confidence sociability <i>still forming</i>
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-tasks pragmatism realism technology-reliance entrepreneurship <i>still forming</i>

* According to Neil Howe and William Strauss [10]

The traditionalists also known as the Silent generation and the Forgotten generation (1925-1945, now age 91-71) grew up in period of Great Depression and World War II. Their basic values 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 Neil Howe and William Strauss [10] classification of generational archetypes they are 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 into the factories of industrialized

society. They believe that you earn your own way 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 and work ethic and reliability are important to them [7].

The Baby boomers also known as the Winners generation (1946-1964, now age 70-52) grew up as increasingly indulged children, came of age as the narcissistic youth with a spiritual awakening, cultivated moralistic principles in the mid of lives, and emerged as wise elders guiding historical crisis [10]. Their basic values formed until the beginning of 1970s. According to Neil Howe and William Strauss [10] classification of generational archetypes they are Prophet generation. The Baby boomers are the indulged results of postwar optimism, tomorrow land rationalism, and family principles “Father Knows Best”. 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 goes for 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 the victory [10]. This generation experienced dramatic shifts in educational, economic and social opportunities. The Baby 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 Baby boomers’ strongest characteristics is their strong sense of community, ability to unite people [7].

The generation X also known as the Unknown generation, the Thirteenth generation, the generation MTV and “Latchkey kids” (1965-1980, now age 51-36) grew up in era of crises from Watergate to the energy crisis and the collapse of Soviet Union. Their basic values formed until the beginning of 1990s. According to Neil Howe and William Strauss [10] classification of generational archetypes they are 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].

The Generation X had an early experience of independent life, which resulted in their independence but also personality, the ability to rely on their own strength and experience. They are globalists who do not like barriers and rules [14]. The 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 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 history of U.S [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 Neil Howe and William Strauss [10] classification of generational archetypes they are 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 are influenced on 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]. The main influence on the formation of this generation has informational and digital technologies [11].

The generation Z also known as the generation I, the Internet generation, the generation M (multitasking), “Homelanders” and the new Silent generation (born after 2000, now age 16 and younger) have been 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 Neil Howe and William Strauss [10] classification of generational archetypes they have to be are Artist generation, but till now it is hard to argue this argument. The generation

Z became much more impatient and multi-task than the previous generations because of growing in technological boom period [11]. They know how to self-educate and find information. In communications the generation Z prefers visuals and sounds over text, they communicate through images, icons and symbols with 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; the generation X, the generation Y and the generation Z. Key differences in their characteristics in Ukraine and in Western Europe are their life experience and birthday days.

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

Table 2

Basic characteristics of modern generations in Ukraine

Generation	Birthday years*	Life experience (formation of values)*	Basic values	Famous representatives**	Population***
Silent Generation	1925-1945	Stalinist repressions (the beginning of 1930s–1953) industrialization (the end of 1920s -1941) World War (1941-1945) post-war devastation (1945-1953) starvation (1946-1947) the 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) the first space flight (1961) Cold War (1945-1991) warranty of free uniform education warranty 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 (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 Social media Google Earth Era of brands globalization Antiterrorist operation (from 2014) <i>until now</i>	ability to obey civic duty extremely tech-comfortable global community immediate reward innocence high morals highly tolerance like personal attention responsibility self-confidence sociability <i>still forming</i>	Oleksandr Usyk (1987) Anastasia Kamensky (1987) Anastasia Prihodko (1987) Catherine Lagno (1989) Svetlana Tarabarova (1990) Maria Yaremchuk (1993) Alina Grosu (1995)	17%
Generation Z	2006-	terrorist attacks climate changes military conflicts globalization Antiterrorist operation (from 2014) <i>still forming</i>	multi-tasks 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 period of Stalinist repressions, industrialization, World War, post-war devastation and starvation 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 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 like in Western Europe.

The 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 is the biggest in structure of population in Ukraine. Now this generation is becoming dominant in social, political and economic life of the country.

The generation Y (1987-2005, now age 29-11) has no big differences in values and attitudes different countries because of global processes in the world. 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.

The 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 are formed this generation in Ukraine is the beginning of the Antiterrorist operation (2014).

Conclusion. 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. Structure of personal values is universal and includes three layers: individual, generational and cultural. 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 personality. As a result list of these values of different generations is differ 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, have been influenced by the same events and features of environment, and as a result, are carriers of the similar system of generational values are existed on a subconscious level of representatives of the generation. These values are unconscious and implicit but they determine the formation of the personality, influence on the life, activity and behavior of the personality. Because of conflicts of these values in different generations there is “the conflict of generations”.

According to the results of this research authors made conclusion that representatives of the same generation in Ukraine has mostly the similar list of basic values like in Western Europe and the list of these generational values is the key factor of gathering personalities in the similar generation regardless national values.

References

1. Данилкова М. П. Система ценностей личности / М. П. Данилкова // Идеи и идеалы. - 2011. – Т. 2, № 3. – С. 88–93.
2. Лебедева Н.М. Ценности культуры и развитие общества : монография / Н.М. Лебедева, А.Н. Татарко. – Москва : ИД ГУ ВШЭ, 2007. – 527 с.
3. Костенко И. Теория поколений и портрет современного молодого специалиста / И. Костенко [Electronic Resource] // Независимый аудитор. – Access mode: http://n-auditor.com.ua/ru/component/na_archive/870?view=material.
4. Сюмар В. "Третья волна", или Теория поколений в украинской политике. / В. Сюмар . [Electronic Resource] // Украинская правда . – 2013. – Access mode: <http://www.pravda.com.ua/rus/articles/2013/10/7/6999421/?attempt=2>.
5. Allen W. M. Adult economic model and values survey: Cross-national differences in economic beliefs / W. M. Allen, S. N. Hung, D. Leiser // Journal of Economic Psychology. – 2005. – Vol. 26 (2). – P. 159–185.
6. Bastounis M. Psychosocial variables involved in the construction of lay thinking about the economy: Results of a cross-national survey / M. Bastounis, D. Leiser, C. Roland-Lévy // Journal of Economic Psychology. – 2004. – Vol. 25 (2). – P. 263–278.

7. Kane S. Common Characteristics of Traditionalists (The Silent Generation) / S. Kane [Electronic Resource] // The Balance. – Access mode: <https://www.thebalance.com/workplace-characteristics-silent-generation-2164692>.
8. Mclaughlin D. Closing The Book On The Silent Generation / D. Mclaughlin [Electronic Resource] // National Review. – Access mode : <http://www.nationalreview.com/corner/431388/silent-generation-it-over>.
9. Mondal P. Values: it's Meaning, Characteristics, Types, Importance / P. Mondal [Electronic Resource] // YourArticleLibrary. – Access mode : <http://www.yourarticlelibrary.com/society/values-its-meaning-characteristics-types-importance/35072/>
10. Neil H. The Next 20 Years: How Customer and Workforce Attitudes Will Evolve / H. Neil, S. William // Harvard Business Review. – 2007. – Vol. July-August. – P.41-52.
11. Robinson M. T. The Generations – Which Generation are You? / M. T. Robinson [Electronic Resource] // CareerPlanner.com. – Access mode : <http://www.careerplanner.com/Career-Articles/Generations.cfm>.
12. Schwartz S. H. An Overview of the Schwartz Theory of Basic Values / S. H. Schwartz. [Electronic Resource] // Online Readings in Psychology and Culture. – 2012. – 2(1) . – Access mode : <http://dx.doi.org/10.9707/2307-0919.1116>.
13. Ueberwimmer M. Generational Theory: Cross-Cultural Approach / M. Ueberwimmer, T. Blyznyuk // Economics of development. – 2016. –№2 (78). – P. 44-48.
14. Wallop H. Gen Z, Gen Y, baby boomers – a guide to the generations / H. Wallop. [Electronic Resource]. – Access mode: <http://www.telegraph.co.uk/news/features/11002767/Gen-Z-Gen-Y-baby-boomers-a-guide-to-the-generations.html>.