DOWNSHIFTING AS A CASE OF VOLUNTARY DOWNWARD SOCIAL MOBILITY IN UKRAINE

BALANCE BETWEEN WORK AND LEISURE IN THE DIMENSION OF VALUES

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RESEARCH QUESTIONS

- What changes in the balance in relative importance of work and leisure occurred among Ukrainians in recent years (1996-2006)?
- To what extent the pattern of downward social mobility is typical for Ukraine society and if it is a trend with particular causes which is stainable in time?
- What are the descriptive characteristics, orientations and values of people, who act downward social mobility in Ukraine?
- Who actually Ukrainian downshifters are? (dimension of voluntariness of shift, biography stories, type of shift, values and beliefs)
- What are the reasons and motivations to act voluntary downward social mobility?
- Which strategies do downshifters construct and apply in different lifestyle practices to adapt to a new social and professional position or new circumstances? (employment, medical treatment, housing, food, education, etc.)
METHODS (1)


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- work and leisure values (balance and relationship)
- downward changes in earnings and career of Ukrainians
- downward social mobility in Ukraine: forced and voluntary
Qualitative research of Ukrainians who voluntarily acted downward social and earning mobility:
in-depth face-to-face and online interviews, collective discussions: traditional and online focus groups, case study, visual methodology.

- biographical stories,
- reasons and motivations to downshift,
- influence of social environment, values, lifestyle and adaptation practices
TENDENCIES IN THE RESEARCH OF DOWNSHIFTING

- Reasons and motivations
- Sustainable consumption and eco-consciousness
- Power and ideas of communities
- Earning mobility
- Changing in work-leisure relationship (values, time management, alternative forms of employment)

«Downshifting phenomenon embraces a value system that rejects the culturally dominant work ethic of competitive career advancement, financial rewards and consumerism.»
(Hilbrecht, 2007)
RESEARCH

- What changes in work and leisure values occurred among Ukrainians in recent years (1996-2006)?

- Data: World Values Survey

- Countries: Ukraine compare to Australia, USA, Great Britain

- Hypotheses:
  
  1. Comparing to 1996, in 2006 there are more people who say that leisure important and there are less people who say that work important in Ukraine.

  2. Balance between work importance and leisure importance in Ukraine is positive, while in 3 «control» countries it is negative.
## RESULTS OF RESEARCH (1)

### IMPORTANT IN LIFE: WORK

<table>
<thead>
<tr>
<th></th>
<th>UKRAINE</th>
<th>AUSTRALIA</th>
<th>USA</th>
<th>GREAT BRITAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I wave</td>
<td>II wave</td>
<td>I wave</td>
<td>II wave</td>
</tr>
<tr>
<td>Important</td>
<td>86%</td>
<td>79%</td>
<td>87%</td>
<td>84%</td>
</tr>
<tr>
<td>Not important</td>
<td>14%</td>
<td>21%</td>
<td>13%</td>
<td>16%</td>
</tr>
</tbody>
</table>

### IMPORTANT IN LIFE: LEISURE

<table>
<thead>
<tr>
<th></th>
<th>UKRAINE</th>
<th>AUSTRALIA</th>
<th>USA</th>
<th>GREAT BRITAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I wave</td>
<td>II wave</td>
<td>I wave</td>
<td>II wave</td>
</tr>
<tr>
<td>Important</td>
<td>73%</td>
<td>79%</td>
<td>90%</td>
<td>93%</td>
</tr>
<tr>
<td>Not important</td>
<td>27%</td>
<td>21%</td>
<td>10%</td>
<td>7%</td>
</tr>
</tbody>
</table>
 RESULTS OF RESEARCH (2)

BALANCE BETWEEN WORK IMPORTANCE AND LEISURE IMPORTANCE (TOTAL)

UKRAINE  AUSTRALIA  USA  GREAT BRITAIN

86%  83%  78%  91%  99%  90%

+6%  82%  76%  -5%  -6%  -12%
# RESULTS OF RESEARCH (3)

## WORK COMPARED WITH LEISURE (1 wave)

<table>
<thead>
<tr>
<th></th>
<th>UKRAINE</th>
<th>AUSTRALIA</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work is what makes life worth living, not leisure</td>
<td>39%</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>Both leisure and work make life worth living</td>
<td>46%</td>
<td>47%</td>
<td>45%</td>
</tr>
<tr>
<td>It's leisure that makes life worth living, not work</td>
<td>15%</td>
<td>23%</td>
<td>22%</td>
</tr>
</tbody>
</table>

*Work is what makes life worth living, not leisure*
RESULTS OF RESEARCH (4)

IMPORTANT IN LIFE: LEISURE (TOTAL)

<table>
<thead>
<tr>
<th>Country</th>
<th>Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ukraine</td>
<td>3</td>
<td>24%</td>
</tr>
<tr>
<td>Australia</td>
<td>10</td>
<td>9%</td>
</tr>
<tr>
<td>USA</td>
<td>8</td>
<td>11%</td>
</tr>
<tr>
<td>GB</td>
<td>9</td>
<td>10%</td>
</tr>
</tbody>
</table>
CONCLUSIONS

- Both hypotheses were confirmed:
  1. Over time leisure becomes more important for people, while work becomes less important. Undoubtedly, this trend needs to be approved in further researches.
  2. Balance between work importance and leisure importance is positive in Ukraine, where still there are more people for whom work is important, then those who consider leisure as vital.

- When it comes to choice between work and leisure 39% Ukrainians choose work as thing that makes life worth living and only 15% choose leisure. In «control» countries this gap between work- and leisure-oriented is much smaller (24% comparing to 7% and 10% )

- Besides that, mostly half of Ukrainians think that work and leisure are equally necessary to live full life.
LIMITATIONS OF CONDUCTED RESEARCH

- Now situation can be different, but trends are very likely the same.
- Lack of appropriate additional questions (we don’t know what people actually think, when they say that work or leisure is important for them).
- PERSPECTIVES: analysis of individual balance of value preferences between work and leisure, applying of scales, studying what aspects are important in work and career, estimation of willingness to act different changes in life (post materialistic)