

# **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

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- ▶ 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 sustainable 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)
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- ▶ 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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- ▶ Analysis of quantitative data: World Values Survey (WVS) I wave: 1995, 1996, 1998 and II wave: 2005, 2006; Ukrainian Longitudinal Monitoring Survey (ULMS) 2004, 2012 – work and leisure values, downward changes in earnings and career.

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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**

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## METHODS (2)

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- ▶ Qualitative research of Ukrainians who voluntary 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.

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**biographical stories,  
reasons and motivations to downshift,  
influence of social environment, values,  
lifestyle and adaptation practices**

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# TENDENCIES IN THE RESEARCH OF DOWNSHIFTING

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- ▶ 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)

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# RESEARCH

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- ▶ 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.
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# RESULTS OF RESEARCH (1)

## IMPORTANT IN LIFE: WORK

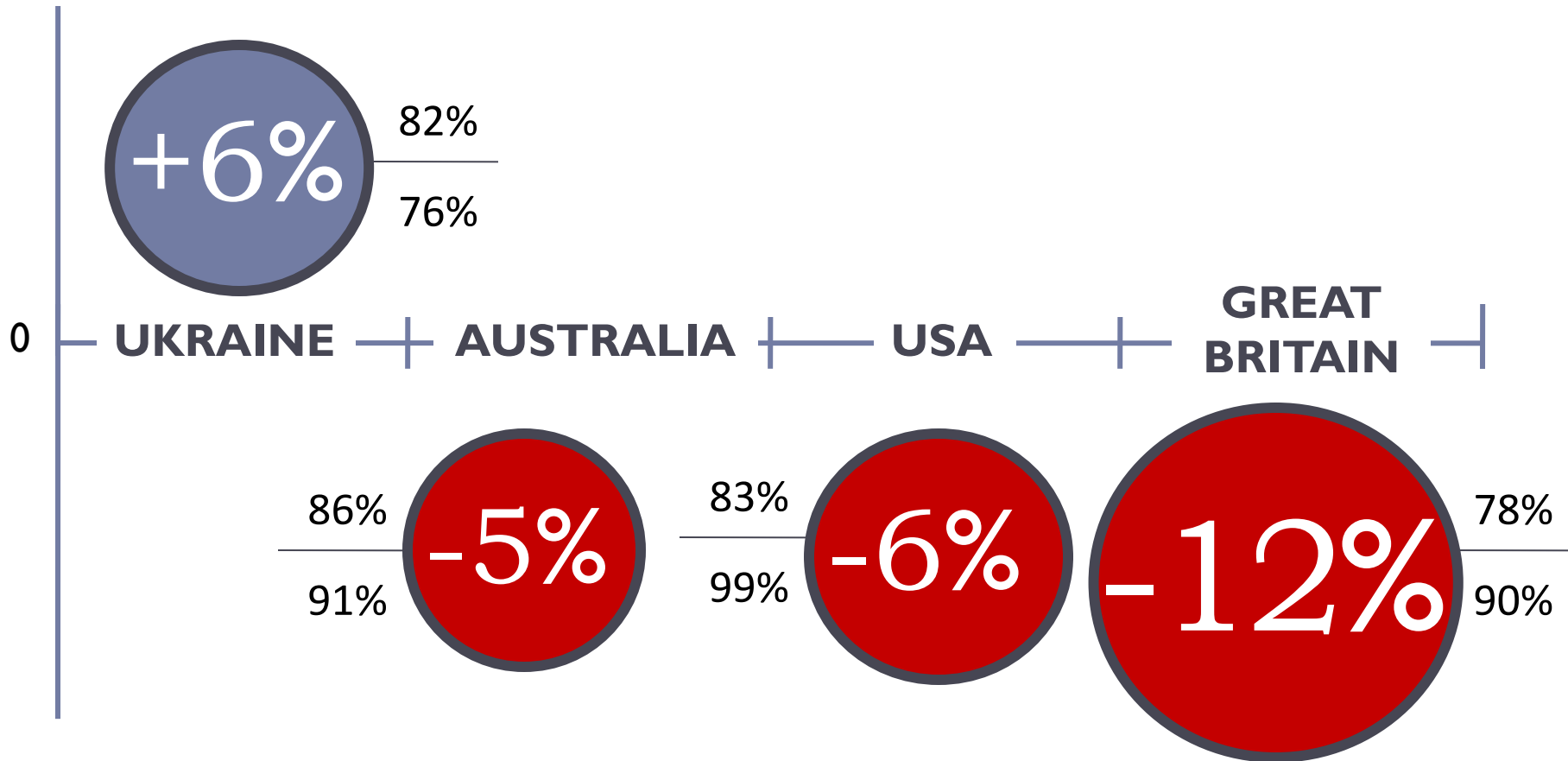
	UKRAINE		AUSTRALIA		USA		GREAT BRITAIN
	I wave	II wave	I wave	II wave	I wave	II wave	II wave
Important	86%	79%	87%	84%	86%	80%	78%
Not important	14%	21%	13%	16%	14%	20%	22%

## IMPORTANT IN LIFE: LEISURE

	UKRAINE		AUSTRALIA		USA		GREAT BRITAIN
	I wave	II wave	I wave	II wave	I wave	II wave	II wave
Important	73%	79%	90%	93%	88%	89%	90%
Not important	27%	21%	10%	7%	12%	11%	10%

# RESULTS OF RESEARCH (2)

## BALANCE BETWEEN WORK IMPORTANCE AND LEISURE IMPORTANCE (TOTAL)





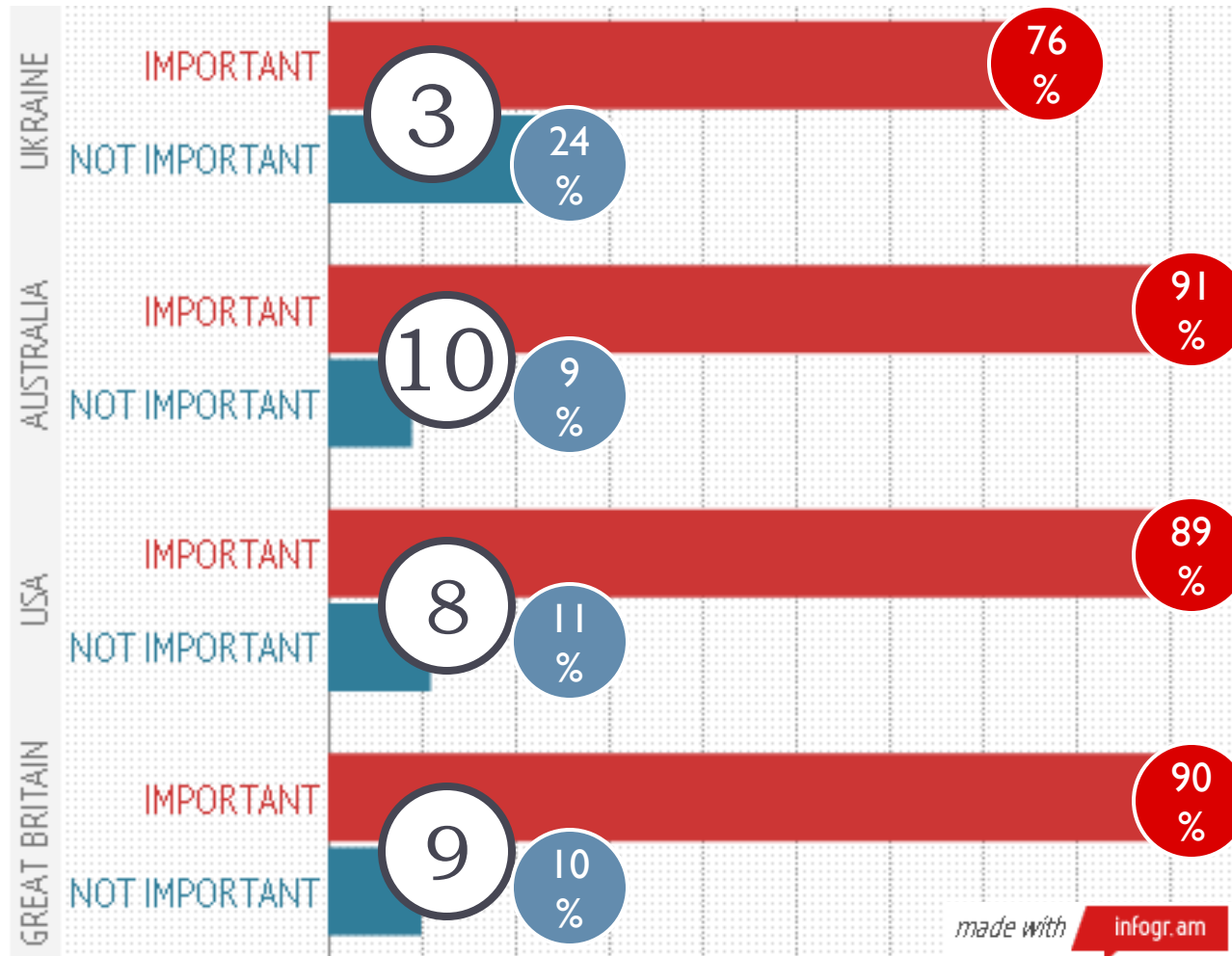
# RESULTS OF RESEARCH (3)

## WORK COMPARED WITH LEISURE (I wave)

	UKRAINE	AUSTRALIA	USA
Work is what makes life worth living, not leisure	39%	30%	33%
Both leisure and work make life worth living	46%	47%	45%
It's leisure that makes life worth living, not work	15%	23%	22%

# RESULTS OF RESEARCH (4)

## IMPORTANT IN LIFE: LEISURE (TOTAL)



# CONCLUSIONS

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- ▶ 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.
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# **LIMITATIONS OF CONDUCTED RESEARCH**

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- ▶ 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)

