FSD3749 SUOMALAISTEN ARVOT JA ARKIELÄMÄ 2015

FSD3749 FINNISH VALUES AND EVERYDAY LIFE 2015

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More information on the subject is available in Finnish in the background file (bgF).

‘Finnish Values and Everyday Life’ data series archived at the Finnish Social Science Data Archive

Introduction

The ‘Finnish Values and Everyday Life’ data have been indefinitely archived without personal data at the Finnish Social Science Data Archive. The data in the series were collected with surveys and interviews between 1991 and 2015 (1991, 1999, 2001, 2005 and 2015; N=7,095) as part of Puohiniemi’s A3 research project. The decades-long time series, which examines changes in Finnish values, is based on Schwartz's value theory (1992), and the Schwartz Value Survey (SVS) was used to measure values. The comprehensive surveys with representative population samples enable the examination of connections between Finnish values and social trends, everyday phenomena, and consumer behaviour over decades of robust change in Finnish society.

The A3 research project (originating from the Finnish words *arvot* for values, *asenteet* for attitudes, and *ajankuva* for picture of the times) examines Finnish values and everyday life from the 1980s onwards, covering a longer time period than the archived data series. Changes in Finnish values in the 1980s were studied by utilising attitudinal statements included in Kantar TNS Risc Monitor data. The data from the 1980s and some data from 1991 have not been archived at FSD due to copyright issues. In some cases, missing questionnaires have also prevented the archiving of data that belong to the time series.

Overview of the A3 research project

The A3 project began with the data collected for Puohiniemi’s doctoral dissertation in 1995, funded by the Academy of Finland (the current Research Council of Finland). Later, the time series was supplemented with data collected in value studies commissioned by, for example, the Prime Minister's Office and Statistics Finland. During the years 1991-2005, the research project had seven clients: the Finnish Road Safety Council, Keva, Sanoma Media Finland, Finnish Red Cross, Veho, and Finnish Broadcasting Company (Yle). Funding from the Kone Foundation in 2014-2018 enabled the extension of the time series to 2015.

Of the data collected for the research project, data from 1991, 1999, 2001, 2005 and 2015 have been archived at FSD. All the archived datasets contain a weight variable WeightSAE, which weights the data to be representative of the population in terms of gender, age and level of education. Before archiving, any commercial secrets of companies as well as questions that had proven to be unsuccessful were removed from the data.

The data, sample formation, and data collection

The archived data series spans over 24 years of changes in Finnish values and everyday life. Data collection always took place in the spring, between February and May. The data collection period was kept consistent to prevent any potential effects of inconsistency on the results. The surveys and interviews used to collect the data were in Finnish. As the surveys and interviews have been conducted over the span of two decades, many practices related to sample formation and data collection have changed during the process. In general, the ESOMAR principles

(McDonald & Vangelder, 1998) and good practices established by Kantar TNS and its predecessors were followed during data collection.

During each data collection round, the respondents were contacted at least twice. The first contact was always personal, either face-to-face (1991) or through a phone call (1999-2015). The reminders sent after the first contact increased the number of respondents who completed the survey. The respondents received a small reward for participating in the studies (e.g. a towel or an opportunity to participate in a raffle). The number of respondents and the response rate (returned surveys) for each year are as follows:

1. 1991: N=1,845, response rate 92%
2. 1999: N=1,204, response rate 69%
3. 2001: N=1,402, response rate 74%
4. 2005: N=1,293, response rate 62%
5. 2015: N=1,351, response rate 53%

The exceptionally high response rate for 1991 is very likely a result of the interviewer personally retrieving the completed survey from the respondents. During the later data collections, the completed survey was sent in by the respondents themselves. The completed surveys were reviewed according to Schwartz's original criteria (1992), and respondents were dropped from the data if they had not completed the entire survey or had responded with the same response option (in value-related questions) too many times.

The samples for each data collection round were randomly drawn. In 1991, the sample was formed through door-to-door recruitment, in 1999 and 2001, the phone book was used for sample formation, and in 2005 and 2015 the sample was drawn from among the population register. In 2015, the survey was available both as a postal survey and an online survey. During the data collection periods, the names and contact information of the respondents were stored to enable contact with the respondents and quality control of the interviews. The personal data of the respondents were never connected to their responses during the research. The data collections of 1991-2015 were almost entirely conducted by Kantar TNS. The data collection in 2001 was partly (12%) conducted by Haastattelukeskus. Both data collectors followed the same guidelines and used the same surveys.

Copyright issues and confidentiality clause in the 1991 and 2015 data

The 1991 data were collected as part of the RISC Monitor attitude study, whose copyright is protected by contract. Questions relating to technology and environmental actions were placed between copyrighted questions in the questionnaire. To protect the copyright, the surrounding questions would have to be blocked from the questionnaire during the archiving of the data, preventing researchers from understanding the larger context in which the questions were asked. Additionally, the full and original content of some question texts could not be included in the archived data due to copyright. As such, the questions related to technology and environmental actions were not archived at FSD.

The cover pages of the 1991-2005 questionnaires all included a confidentiality clause that assured the respondents they would remain anonymous during the research and their personal data would not be handed over to third parties. Regrettably, a similar confidentiality clause was missing from the 2015 questionnaire due to a mistake when finalising the layout of the

questionnaire. The data collection policies regarding personal data and confidentiality remained the same throughout the time series.

Representation of the data

No comprehensive non-response analysis has been conducted on the data collected for the A3 research project as a whole. Response rate in terms of completed surveys returned to the researchers has been calculated for each data collection round (see above). In 2015, a comparison regarding attitudes on a few current issues was made between those who had agreed to participate in the study but had later dropped out and those who had completed the survey after agreeing to participate. There was only one statistically significant difference ($p<0.01$) between the two groups: those who had dropped out after agreeing to the study regarded the rise of social media as a more important matter than those who had completed the questionnaire. The difference is likely due to the age distribution of those usually responding to surveys: response rate is often higher among older age groups who use social media less and have a more negative attitude towards it (8,6 %, $p<0.001$).

Overall, 30% of those who were contacted about participating in the study agreed to participate, and the final response rate for the entire time series was 16% of the original sample. The weight variable can be used to weight the data to be representative of the population (Finnish-speaking people living in mainland Finland). The demographics of people who did not respond to the surveys were not fundamentally different from those who responded.

Note on Comparability of Literature and Music Tastes 2001, 2005 and 2015

For music tastes, the results from 2015 are not comparable to the questionnaires from 2001 and 2005, because the placement of the questions in the 2015 questionnaire was changed from the middle to the beginning, before the value measurement took place. No similar correlation difference was observed in literary tastes.

Planning and topics of the questionnaires in 1999, 2001, 2005 and 2015

The questionnaires were planned by Puohiniemi and other experts. The questions were designed to examine current phenomena at the time of each data collection round. The questions charting technology, environmental actions, media and other behaviour were specifically updated for each collection round.

REFERENCES

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