

FUNDACION ETNOR

XX SEMINARIO PERMANENTE DE ÉTICA ECONÓMICA Y EMPRESARIAL
REVITALIZAR LAS EMPRESAS PARA CONSTRUIR UNA
BUENA SOCIEDAD

Octubre 2010-Junio 2011

**“¿HACIA DÓNDE VAN LOS SISTEMAS DE VALORES
DE LAS SOCIEDADES POST-INDUSTRIALES?”**

12 de Mayo 2011

Juan Díez Nicolás
U. Complutense y ASEP

TESIS:

SIGLO XX: LIBERTAD vs. IGUALDAD

SIGLO XXI: LIBERTAD vs. SEGURIDAD

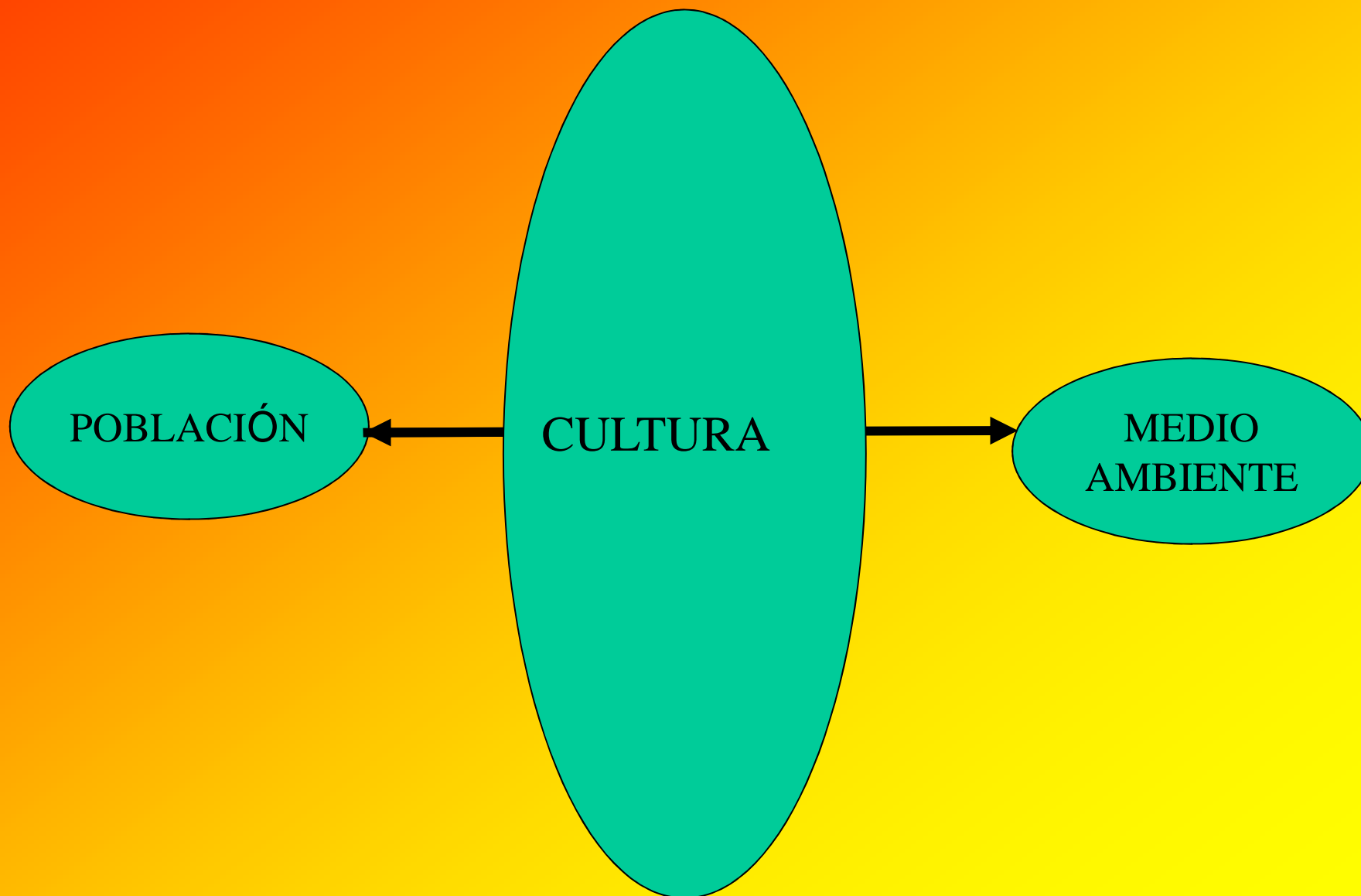
LOS SISTEMAS DE VALORES

TRES MODELOS TEÓRICOS:

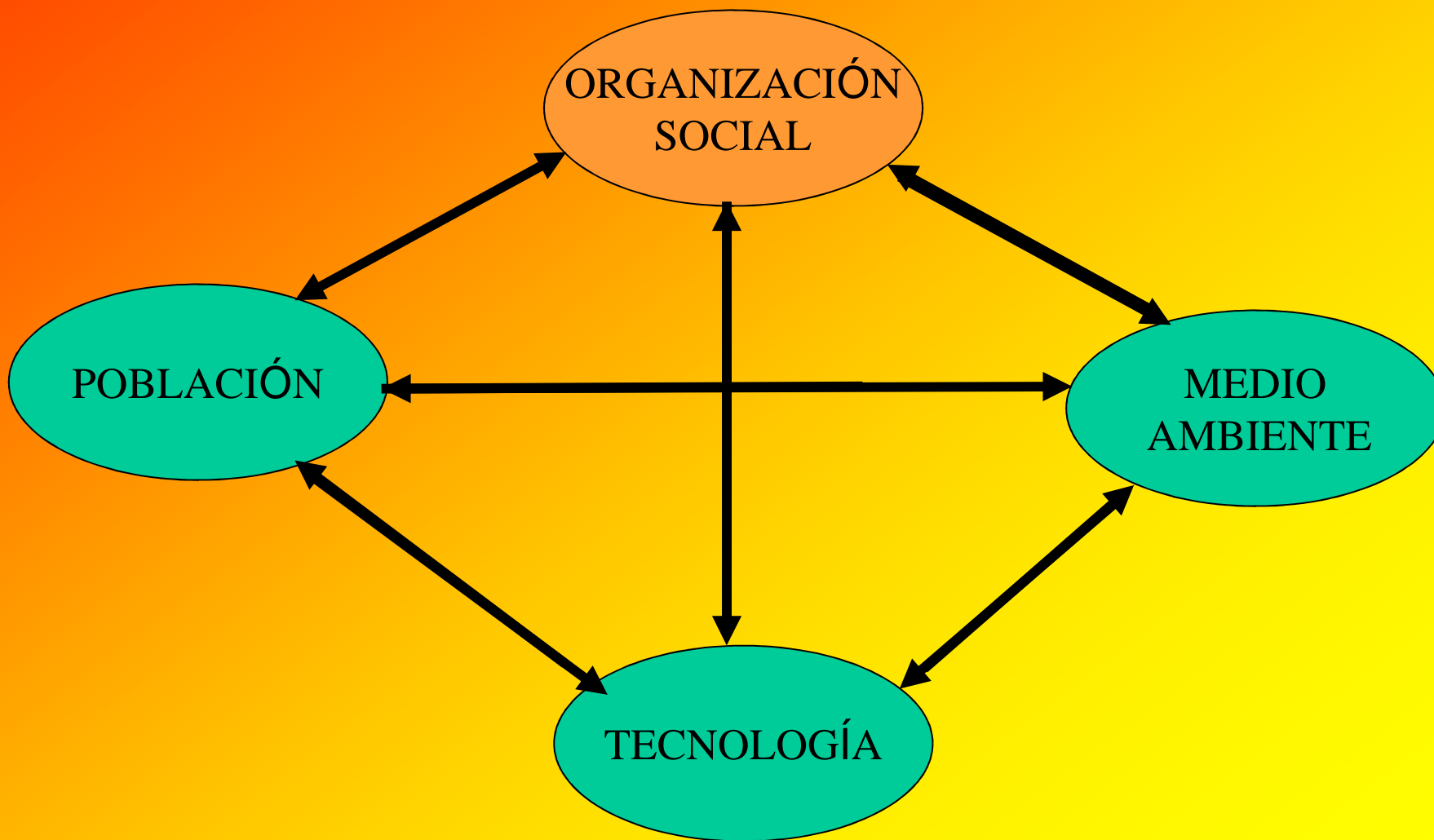
- Ecosistema Social
- Cambio de Valores
- Centro-Periferia

**LA EXPLICACIÓN DEL
CAMBIO DE VALORES
DESDE LA TEORÍA DEL
ECOSISTEMA SOCIAL**

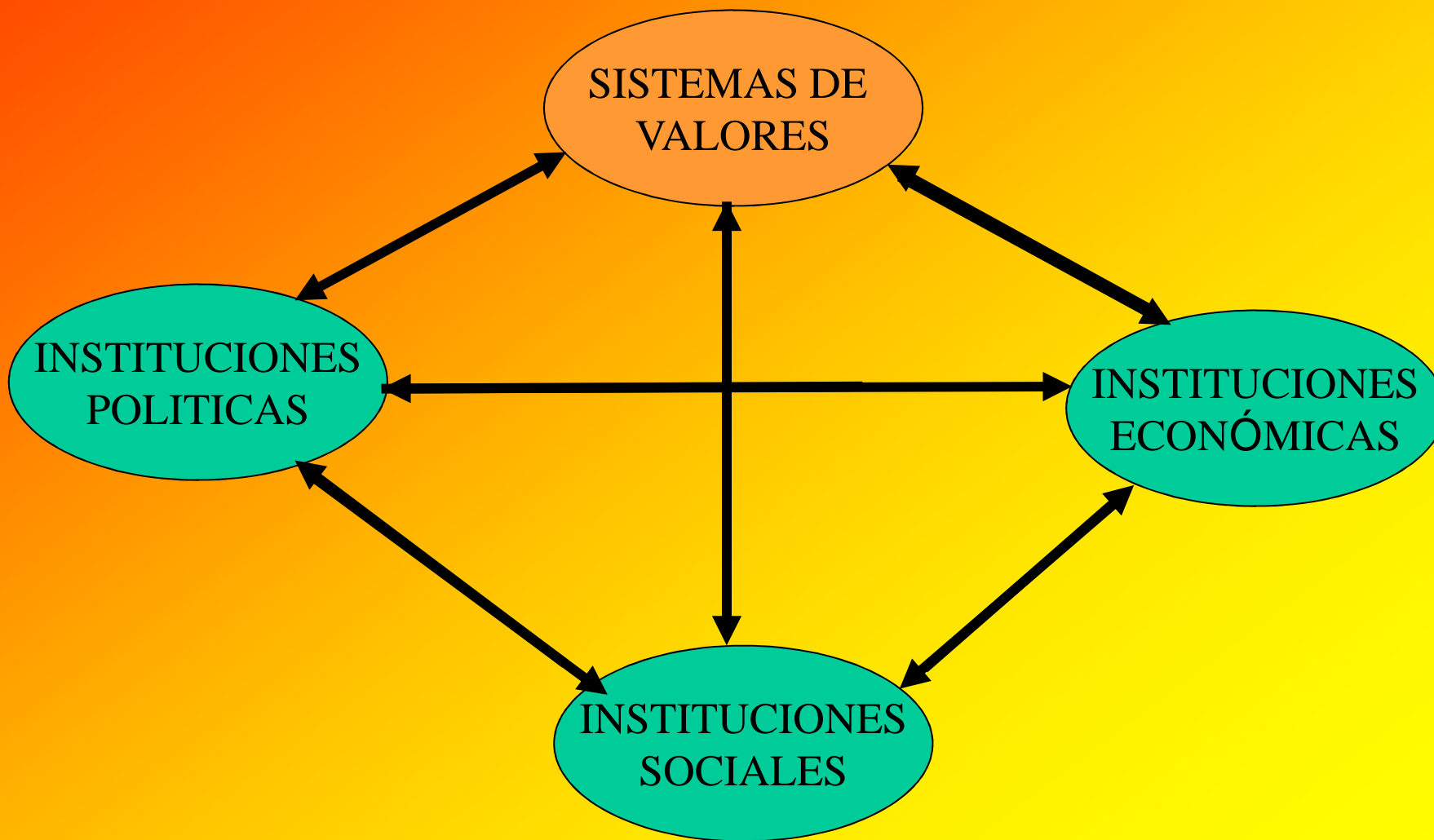


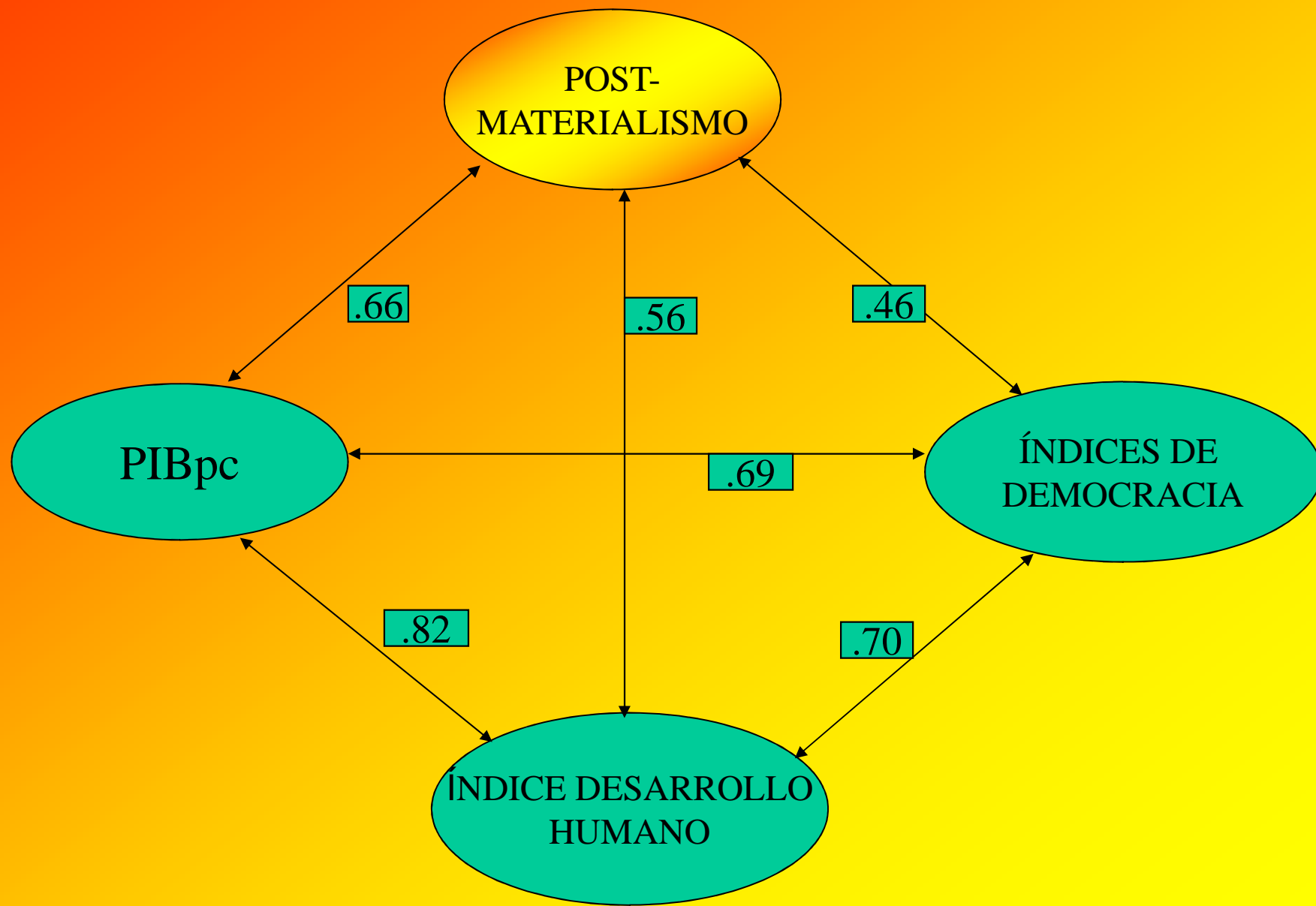


EL ECOSISTEMA SOCIAL



LA ORGANIZACIÓN SOCIAL





LA TEORÍA DEL POST-MATERIALISMO

Valores Sociales



Supervivencia → Auto expresión

Tradicición → Secular-racional

MODERNIZACIÓN Y POST-MODERNIZACIÓN

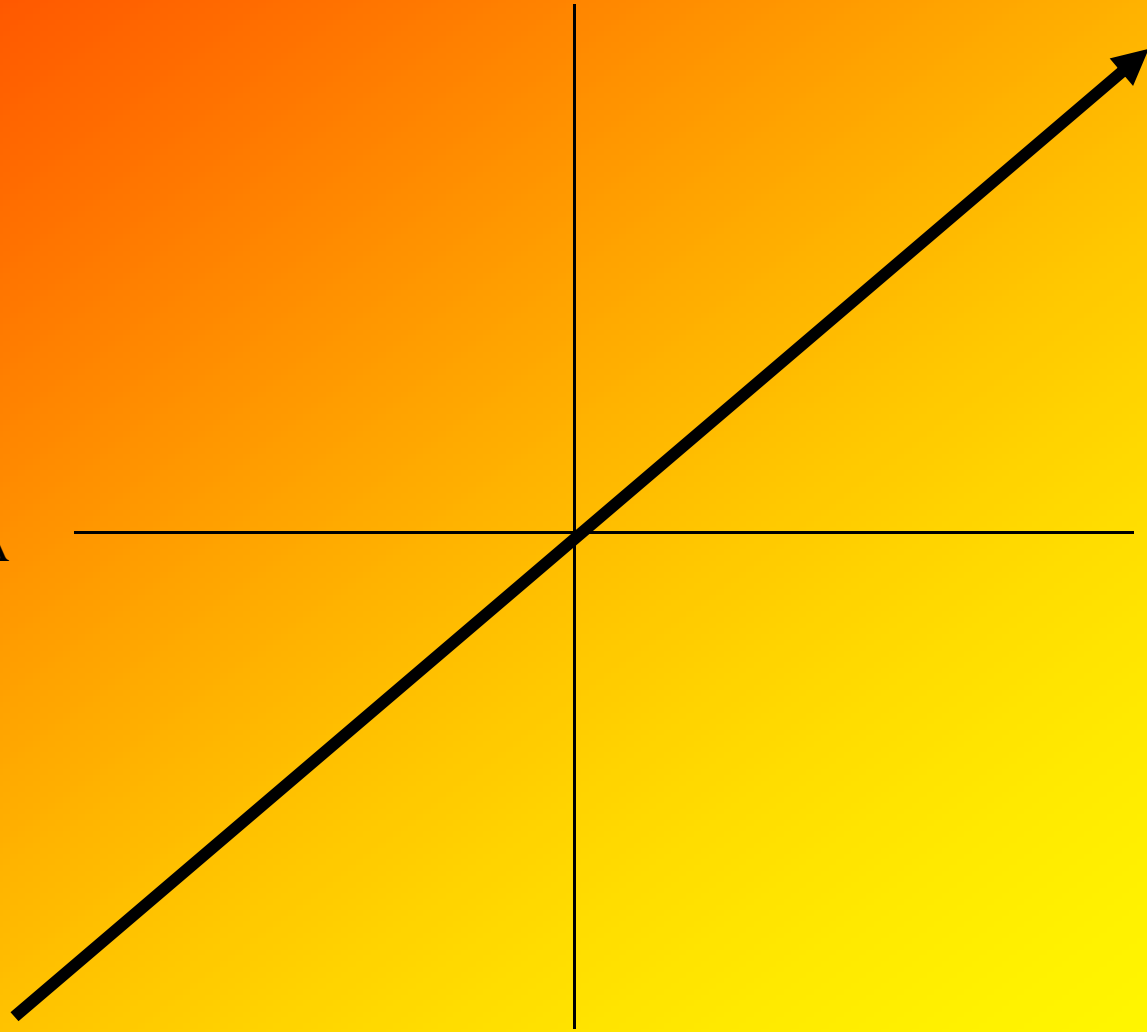




SECULAR-RACIONAL

ESCASEZ-
SUPERVIVENCIA

AUTO-
EXPRESIÓN



TRADICIONAL

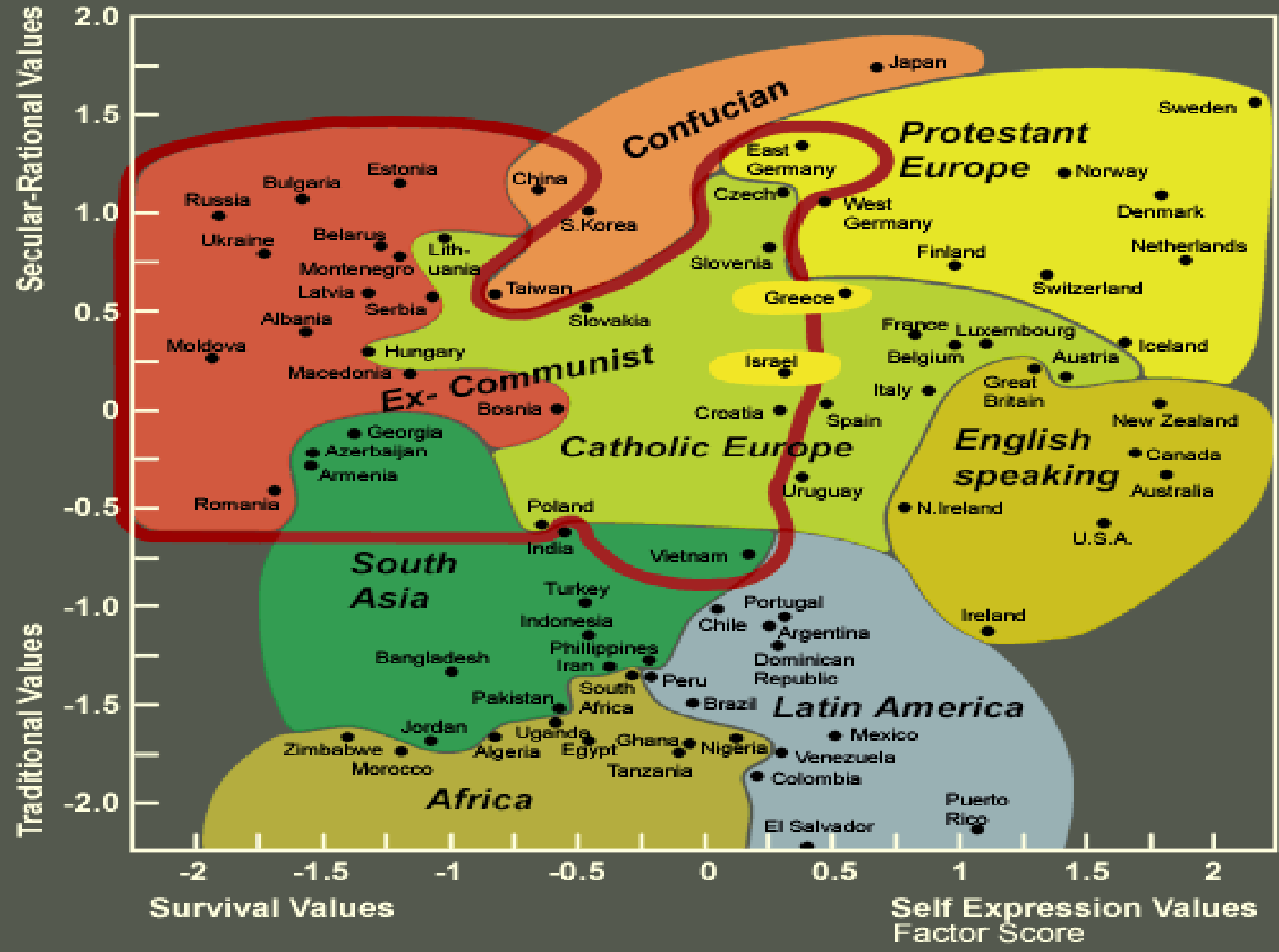


Grafico 1
Indice de Post-materialismo, por país y oleada

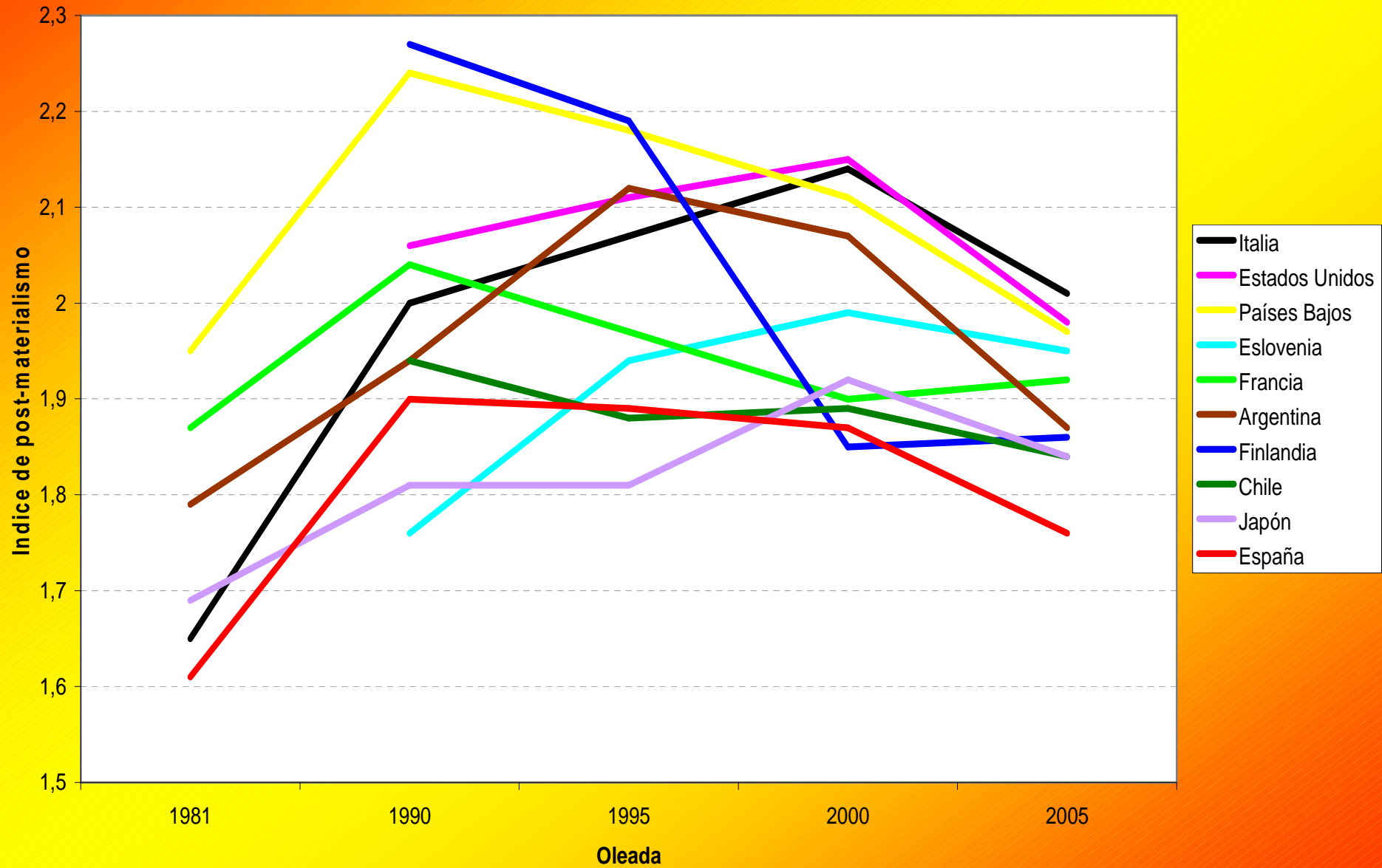
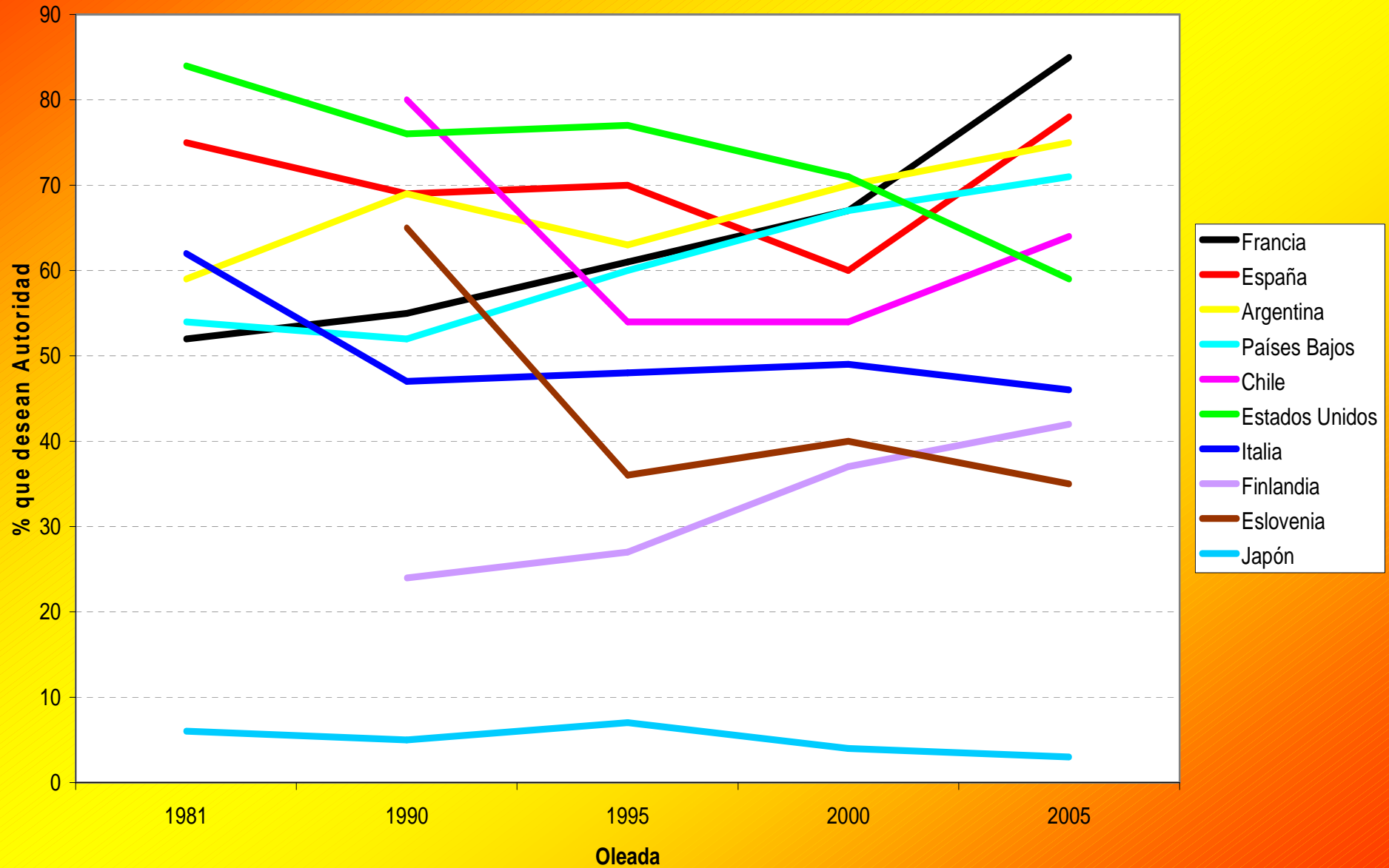


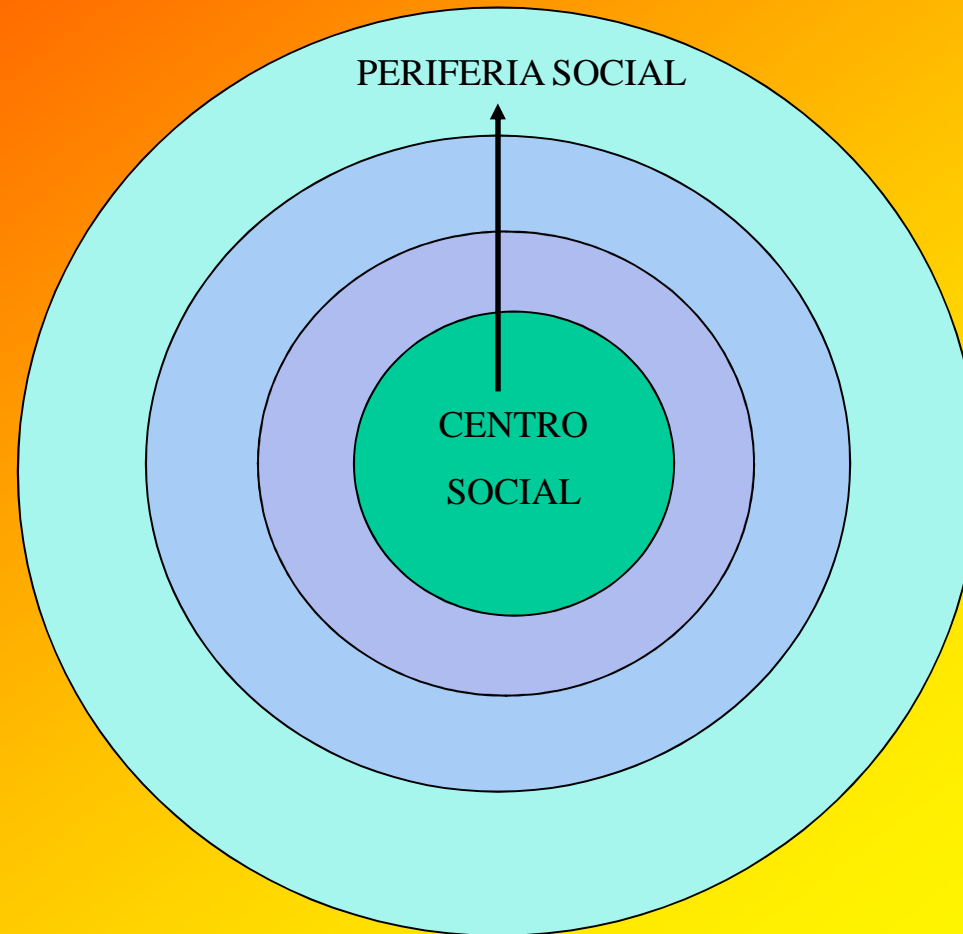
Grafico 3

% que desean Mayor Respeto a la Autoridad, por país y oleada



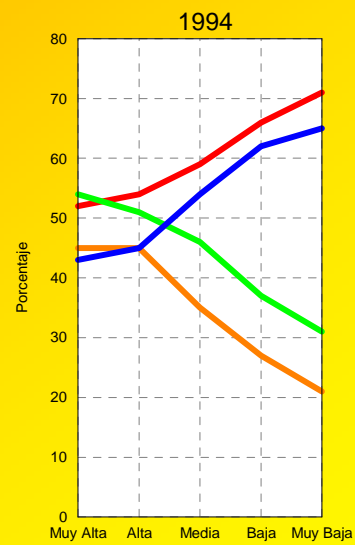
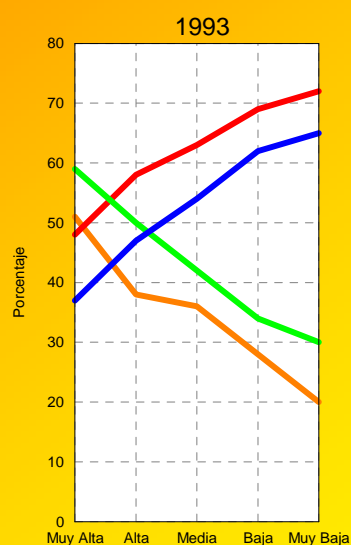
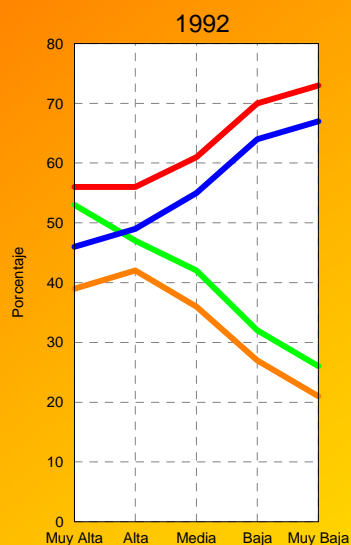
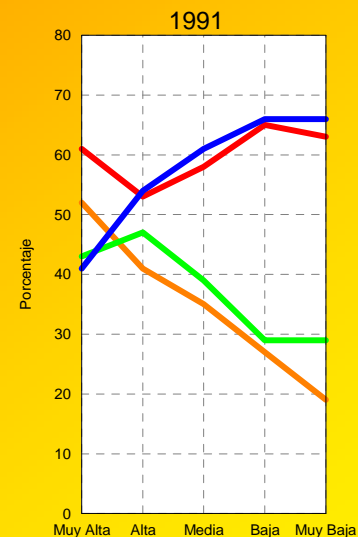
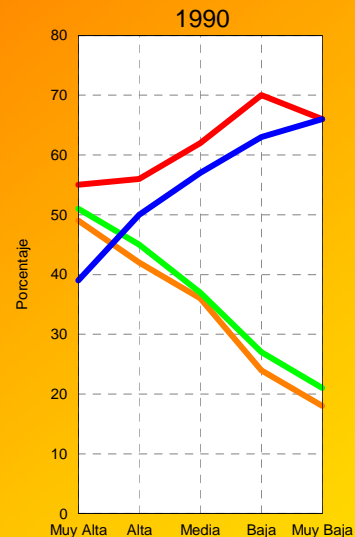
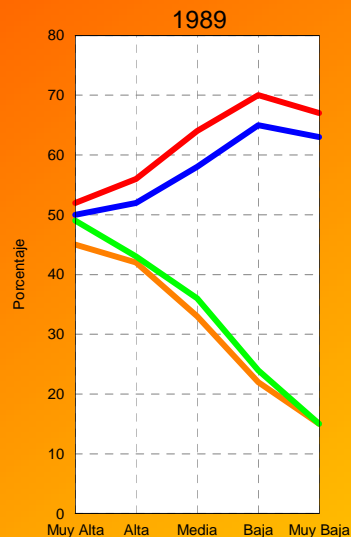
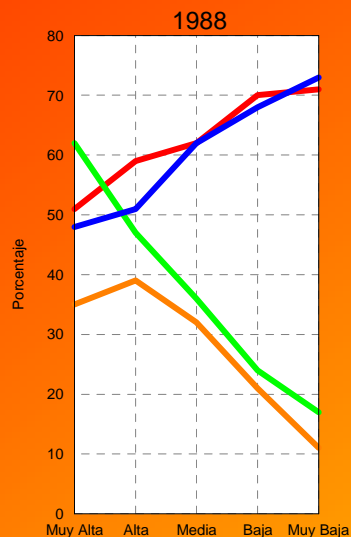
LA TRANSMISIÓN DE LOS SISTEMAS DE VALORES

TEORÍA CENTRO-PERIFERIA



PREFERENCIAS DE OBJETIVOS NACIONALES POR POSICIÓN SOCIAL [I]

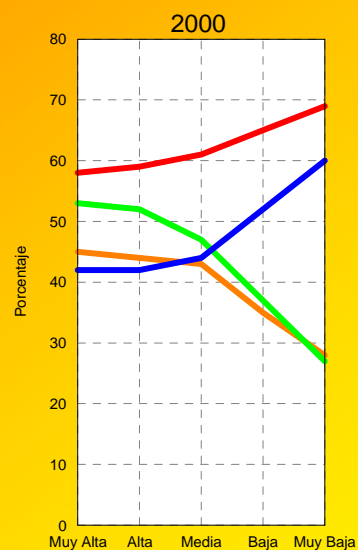
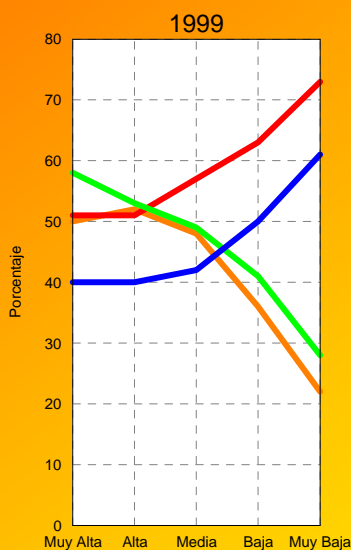
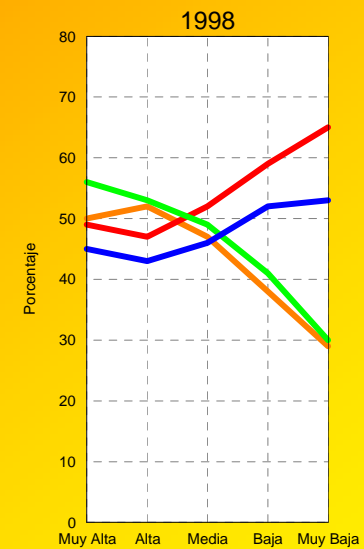
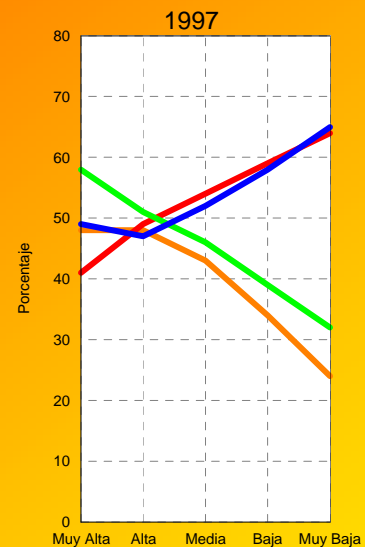
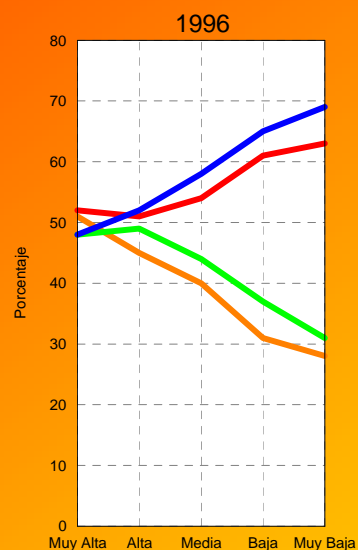
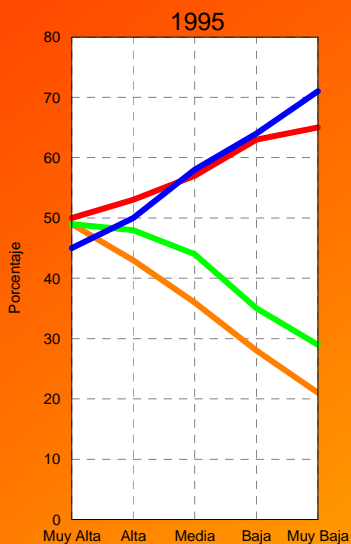
[Escala de 4 ítems, 1ª y 2ª opción]



- Mantener el orden en la nación
- Dar a la gente más posibilidades para que participe en las decisiones importantes
- Luchar contra la subida de los precios
- Proteger la libertad de expresión

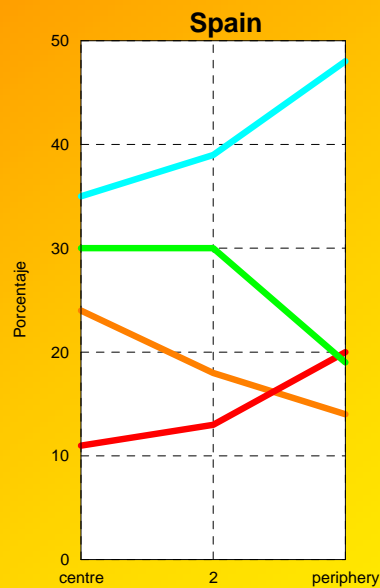
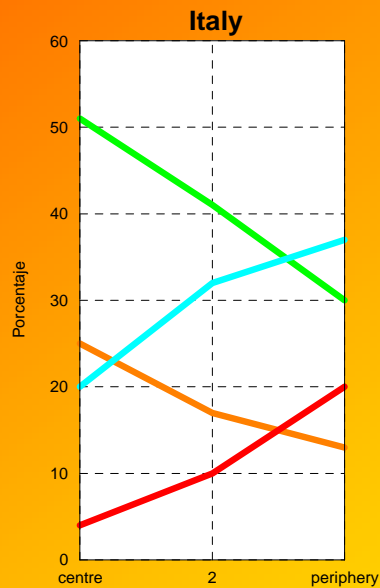
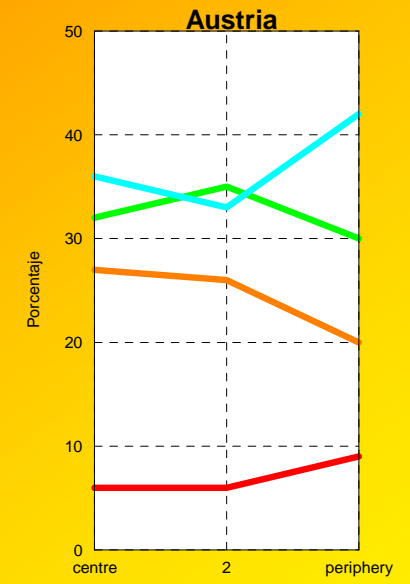
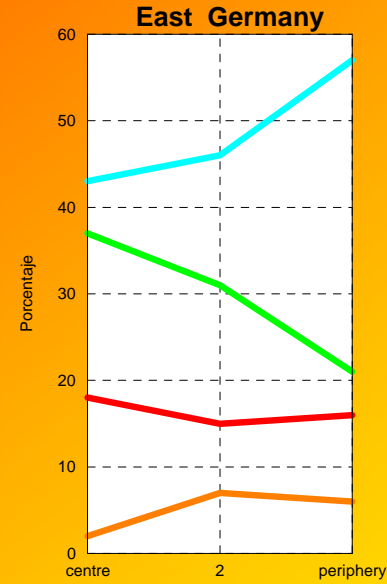
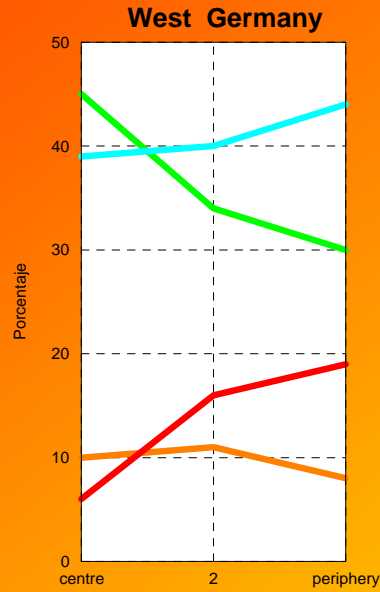
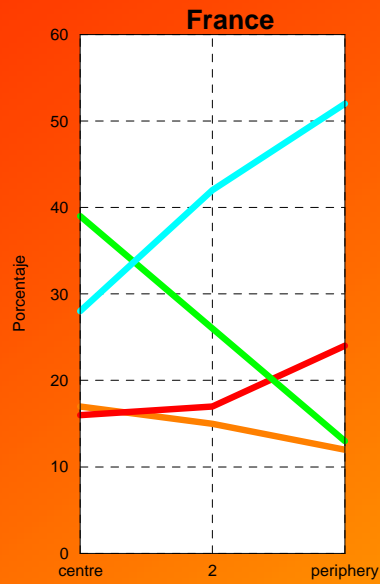
PREFERENCIAS DE OBJETIVOS NACIONALES POR POSICIÓN SOCIAL [II]

[Escala de 4 ítems, 1ª y 2ª opción]



- Mantener el orden en la nación
- Dar a la gente más posibilidades para que participe en las decisiones importantes
- Luchar contra la subida de los precios
- Proteger la libertad de expresión

Values by Social Position, 1999-2000



- Maintain order in nation
- More say important government decisions
- Fighting rising prices
- Protect freedom of speech

PAISES DESARROLLADOS

PAISES NO-DESARROLLADOS

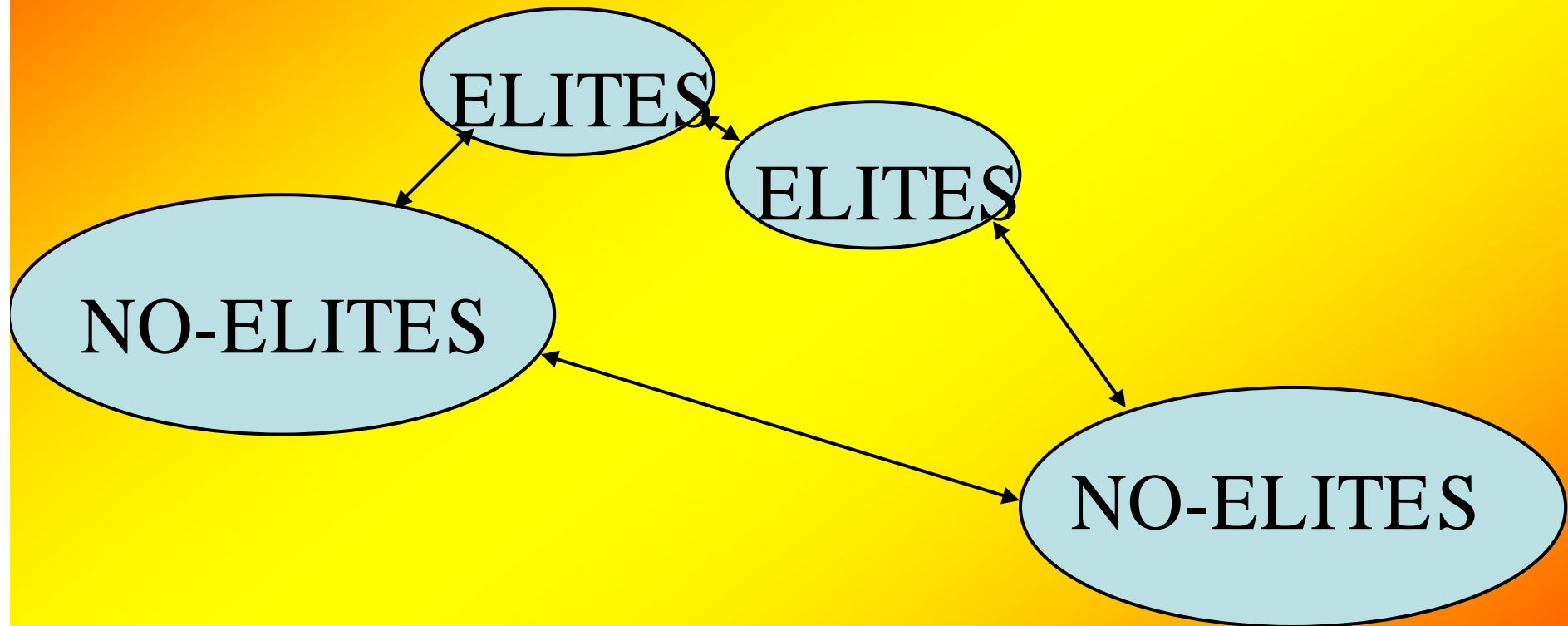


Grafico 2
Indice de Post-materialismo del Centro Social, por país y oleada

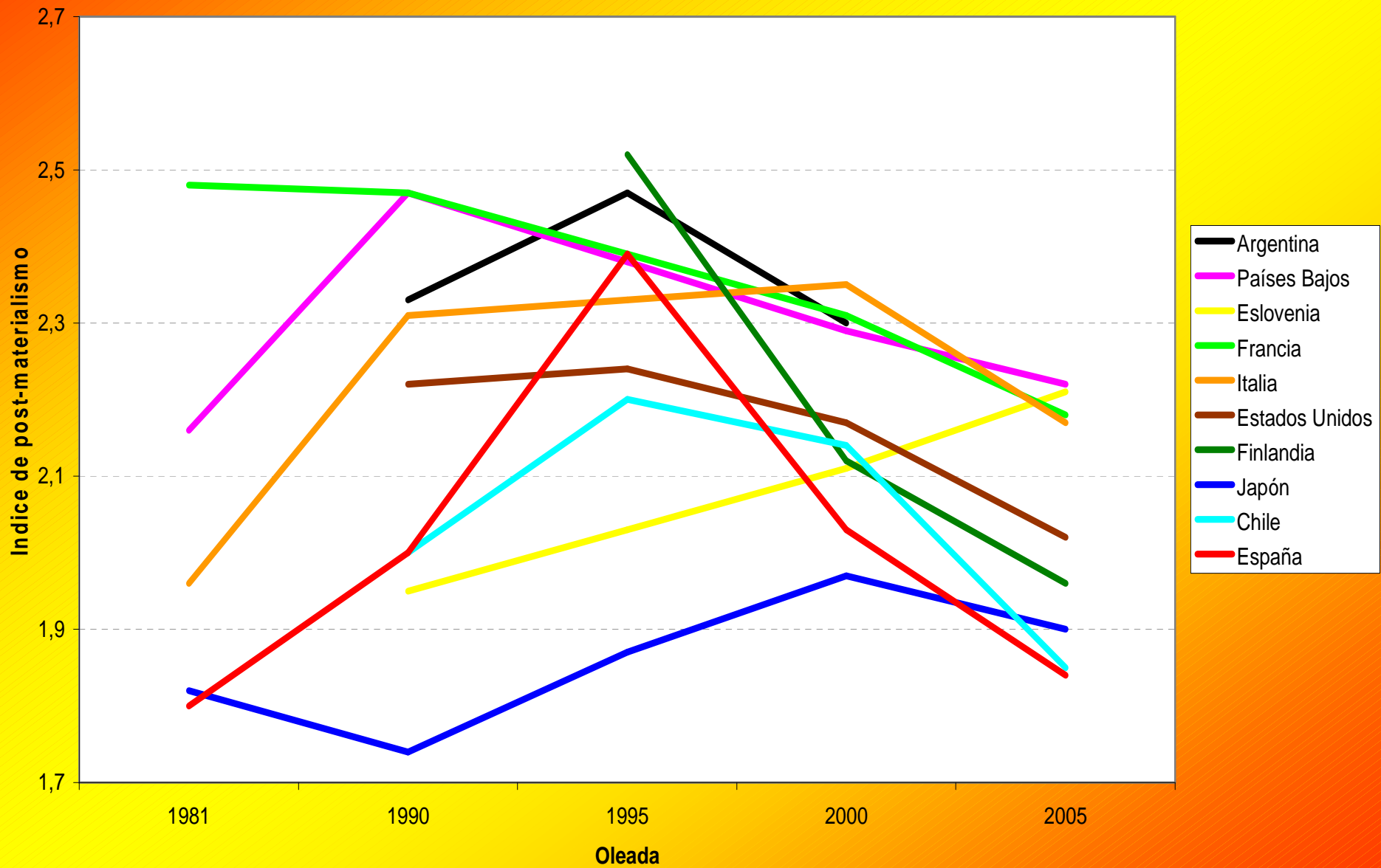
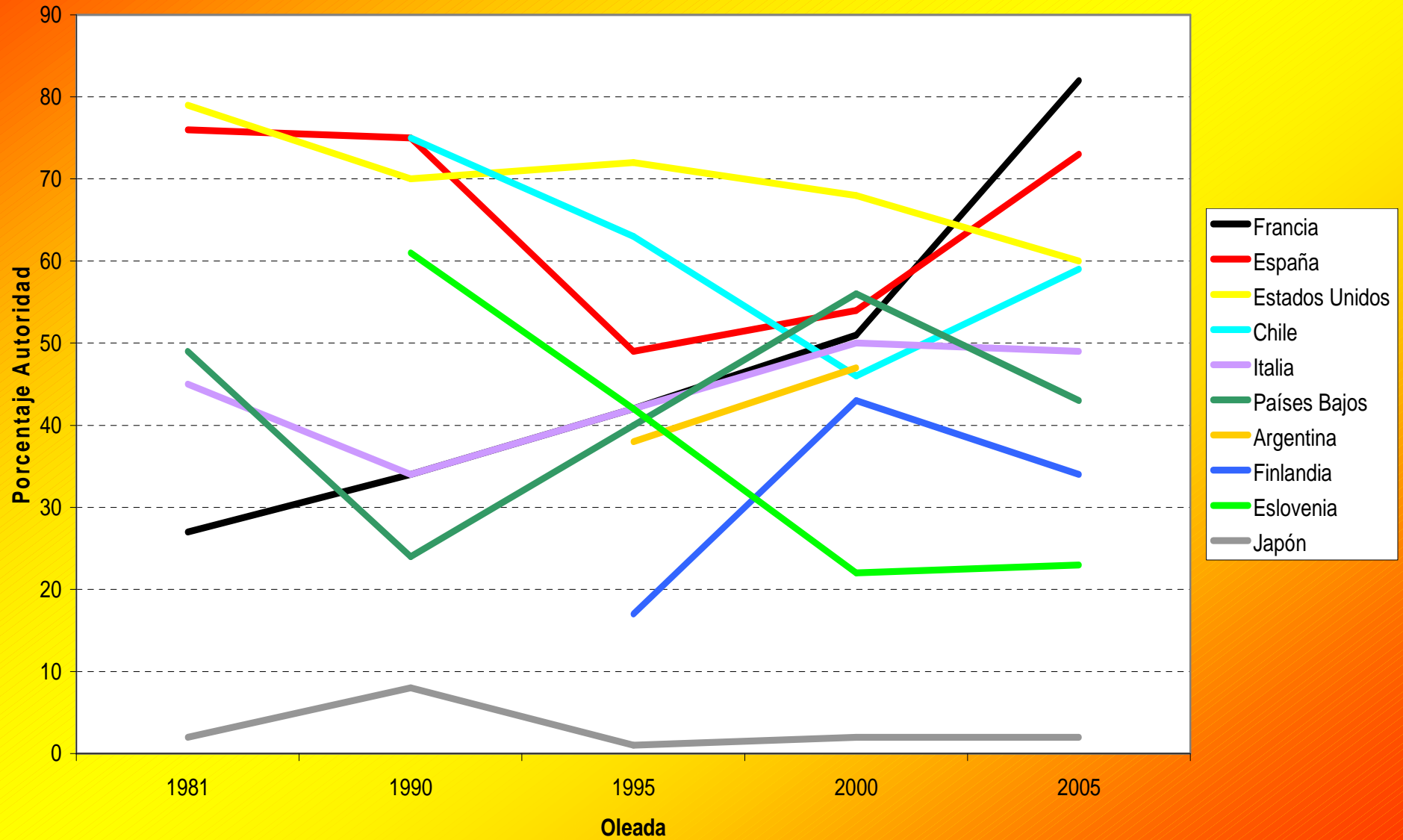
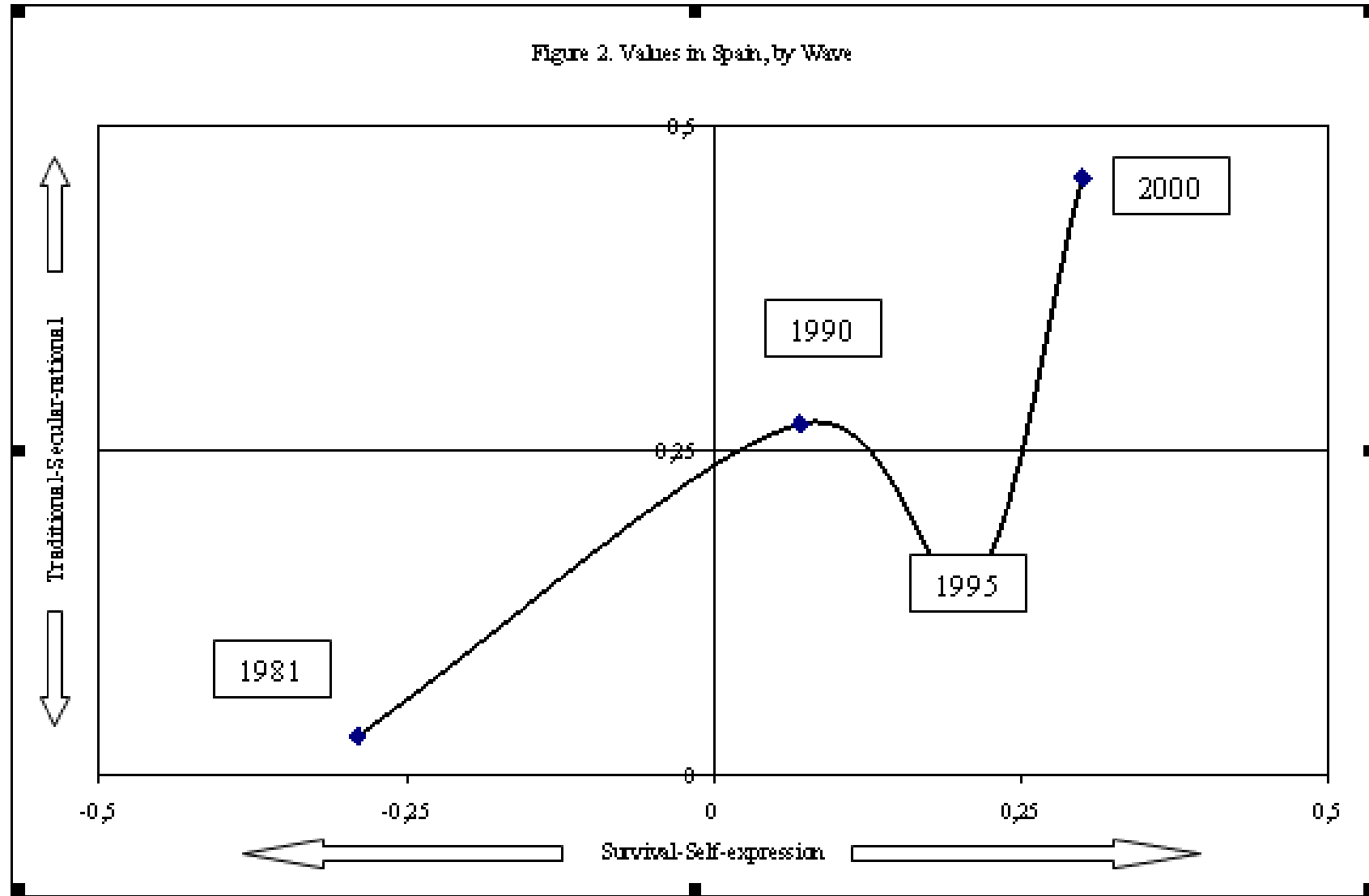


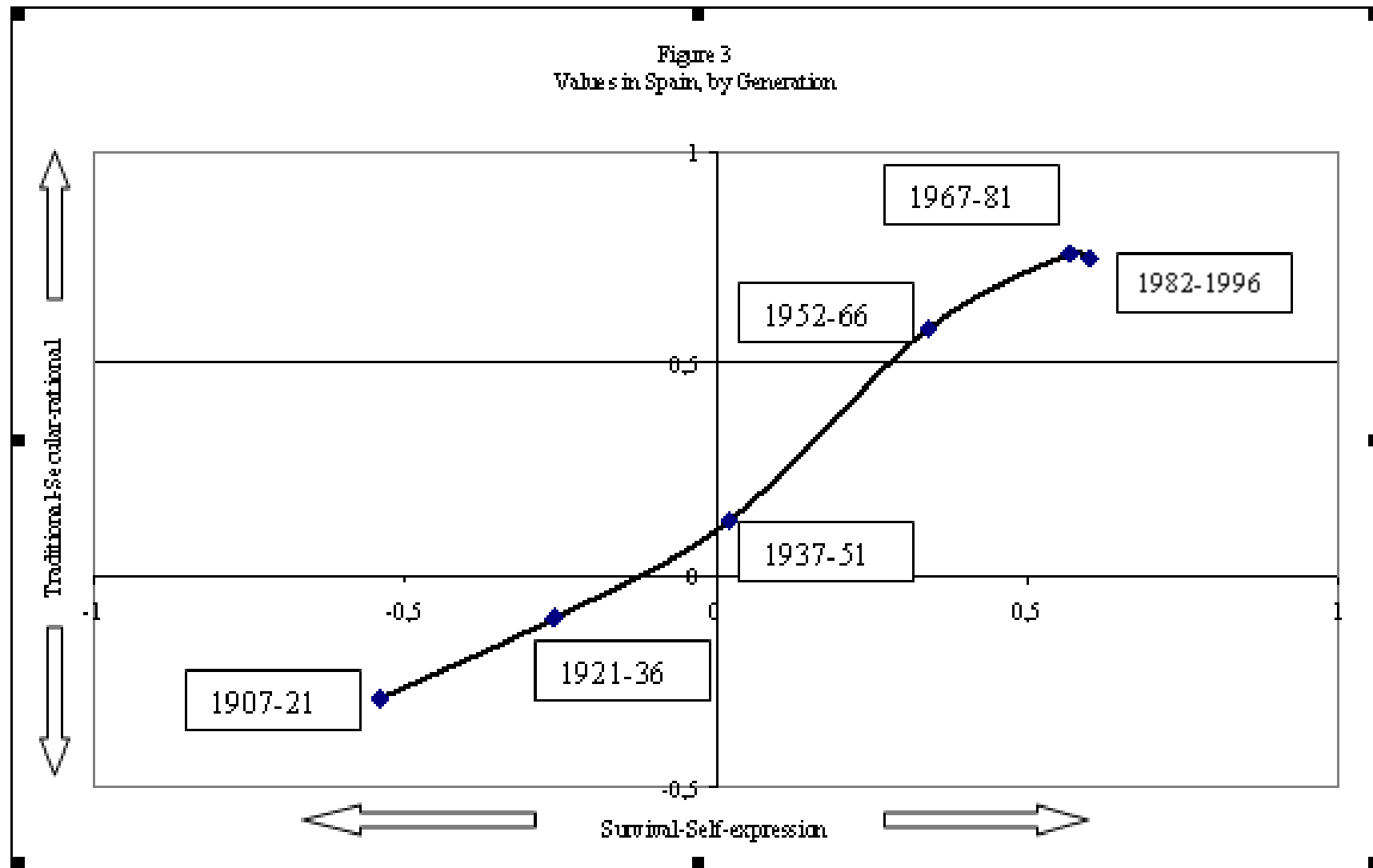
Gráfico 4
Porcentaje de Centro Social que considera bueno un mayor respeto por la Autoridad,
por país y oleada



Cambio de Valores en dos Dimensiones, España, 1981-2000



Cambio de Valores en Dos Dimensiones, por Generación, España



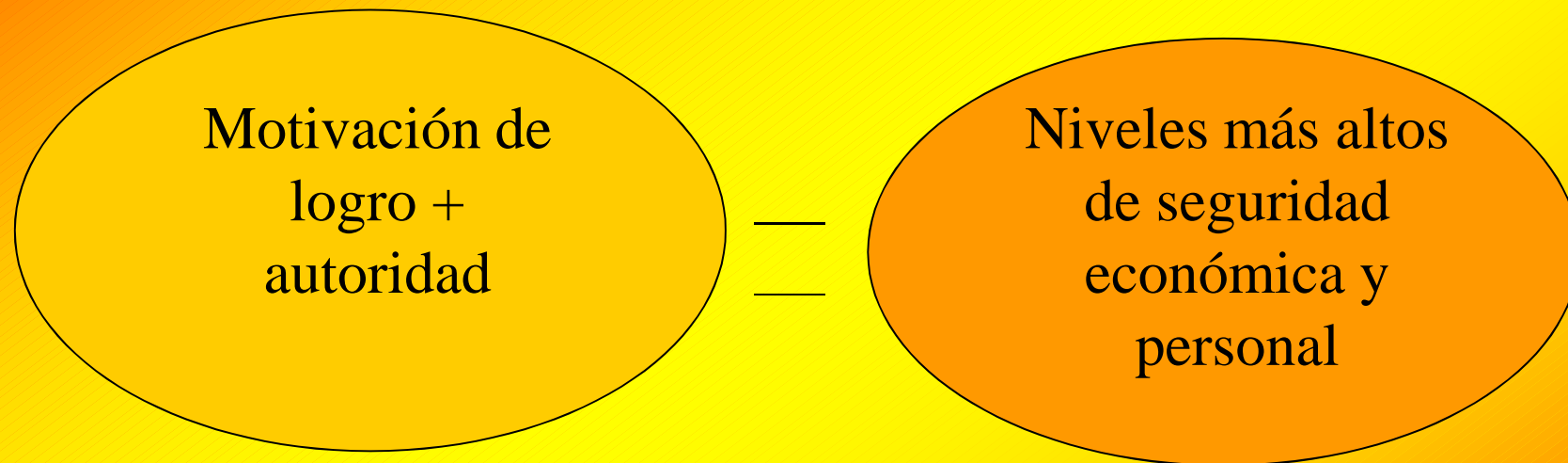
IMPORTANCIA ATRIBUIDA A DISTINTAS ACTIVIDADES

Importancia	COHORTE					
	1907-21	1922-36	1937-51	1952-66	1967-81	1982-96
Familia	2,81	2,86	2,90	2,80	2,74	2,58
Amigos	2,27	2,27	2,32	2,34	2,42	2,62
Ocio	1,93	2,02	2,12	2,31	2,33	2,29
Política	0,59	0,75	0,89	0,94	0,85	0,87
Trabajo	2,22	2,47	2,62	2,57	2,53	2,17
Religión	2,05	1,95	1,64	1,27	1,12	1,21

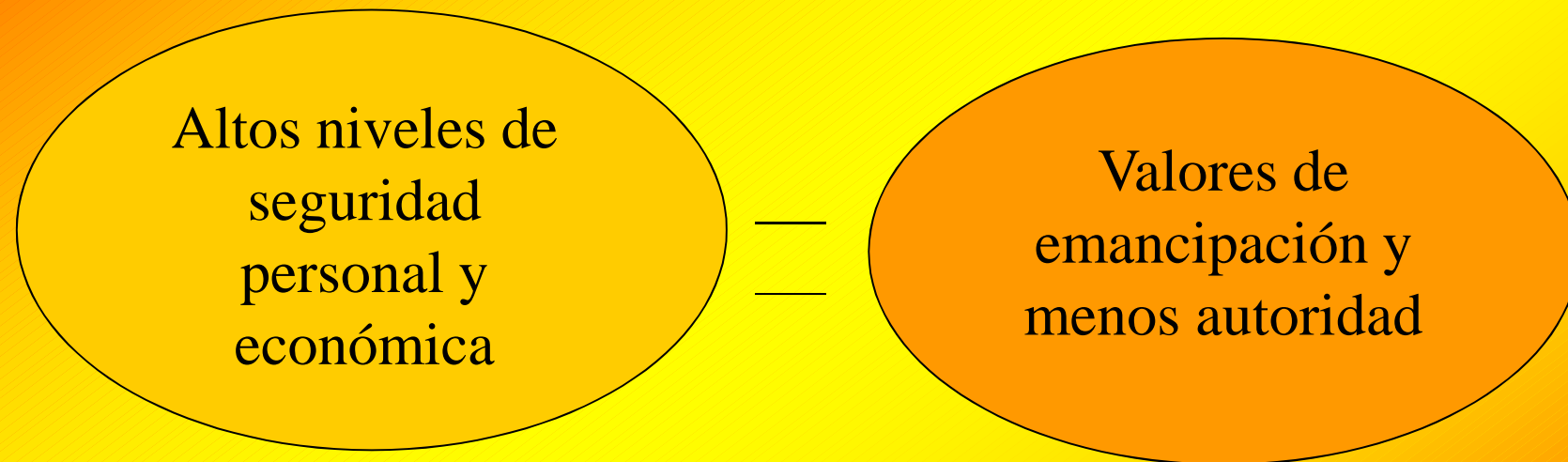
EL DILEMA DE LAS SOCIEDADES POST-INDUSTRIALES:

- **LIBERTAD**
- **SEGURIDAD**

PROCESO DE INDUSTRIALIZACIÓN



PROCESO DE POST-INDUSTRIALIZACIÓN



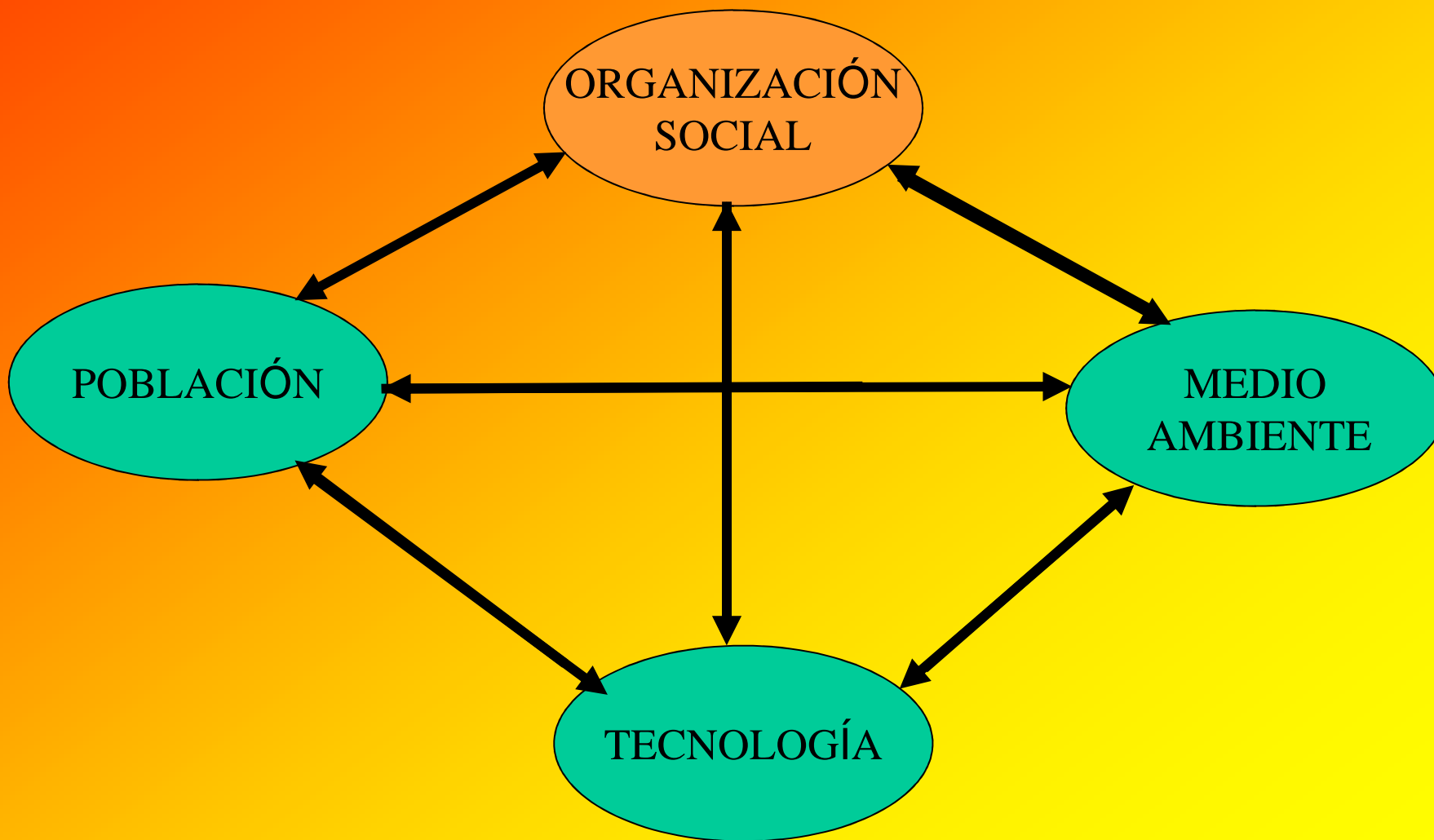
DESPUES DEL 11-S

Nuevas y crecientes
amenazas a la
seguridad económica y
personal



Crecientes
indicios de
retorno a la
autoridad

EL ECOSISTEMA SOCIAL



**UNA CRISIS ANUNCIADA:
UN ESCENARIO QUE SE
ESTÁ CUMPLIENDO**

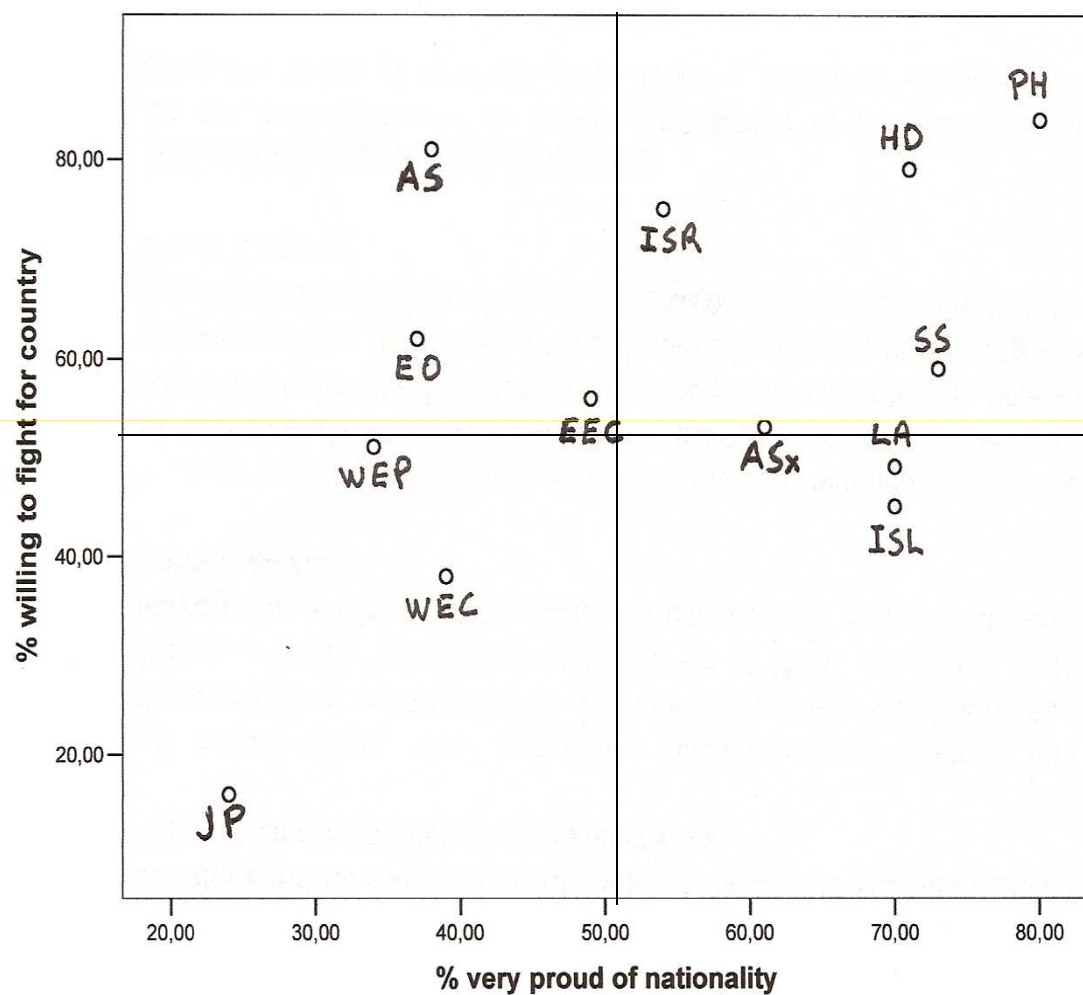
EL FUTURO PREVISTO A PARTIR DE **LA CRISIS DEL PETROLEO DE 1973**

- Crecimiento Acelerado de la Población desde el fin de la II GM
- Presión creciente sobre los Recursos
- Empeoramiento de la Calidad de Vida
- Crecientes Desigualdades entre Países y dentro de cada País
- Incremento de los Conflictos entre Países y dentro de cada País
- Creciente recurso a la Autoridad para Solucionar los Conflictos

**UNA CRISIS ANUNCIADA:
UN ESCENARIO QUE SE
ESTÁ CUMPLIENDO**

**CONVERGENCIA Y
DIVERGENCIA EN LOS
SISTEMAS DE VALORES DE
DIFERENTES CULTURAS**

% Dispuesto a Luchar para Defender a su País por % Muy Orgulloso de su Nacionalidad, por Región Cultural



- ASx Anglo-Saxon
- WEC West European Catholic
- WEP West European Protestant
- EEC East European Christian
- EO European Orthodox
- LA Latin American
- ISL Islamic
- AS Asian
- JP Japan
- HD Hindu
- SS Sub-Saharan
- ISR Israel
- PH Philippines

SURVEYS ANALYZED, BY REGION AND WAVE

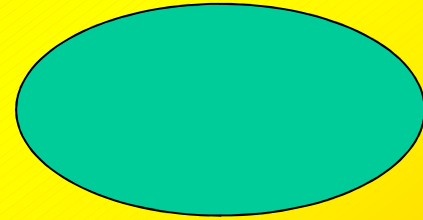
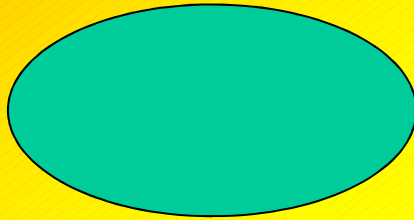
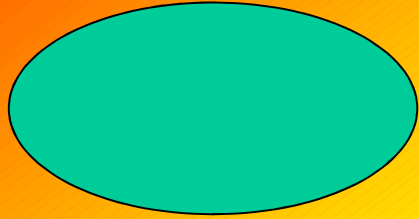


REGIONS	WAVE				
	1981-1984	1989-1993	1994-1999	1999-2004	2005-2007
West European	France Italy Malta Spain	France Italy Malta Portugal Spain I Spain II	Spain	France Greece Italy Malta Portugal Spain I Spain II	France Italy Spain
East European Orthodox		Bulgaria Romania	Bulgaria Georgia Moldova Romania Macedonia Serbia + Mont.	Bulgaria Moldova Romania Macedonia Serbia + Mont.	Bulgaria Cyprus Moldova Romania Serbia
East European Christian		Slovenia	Armenia Croatia Slovenia	Croatia Slovenia	Slovenia
East European Islamic			Albania Azerbaijan Bosnia + Herze.	Albania Bosnia + Herze.	
Magreb				Algeria Morocco I Morocco II	Morocco
Middle East		Turkey	Turkey	Iran Iraq Jordan Saudi Arabia Turkey I Turkey II Egypt	Iran Iraq Jordan Turkey Egypt
Israel				Israel	



**MUCHAS GRACIAS POR SU
ATENCIÓN**

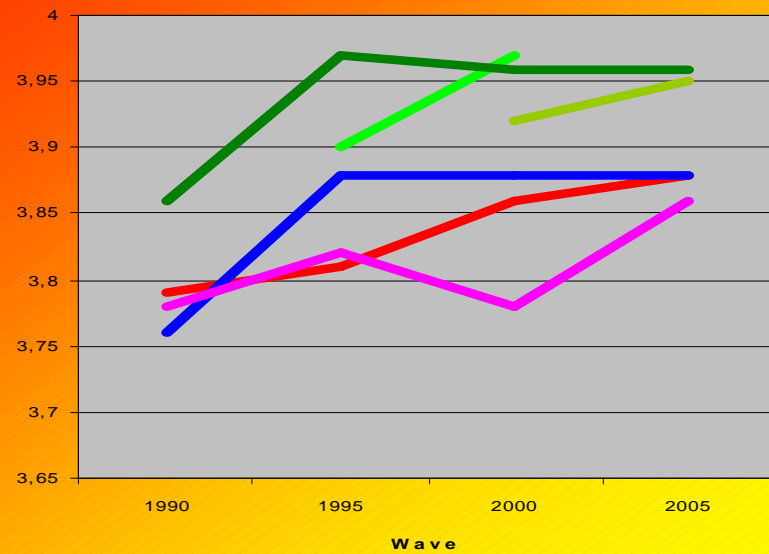
asep.sa@terra.es
www.jdsurvey.net



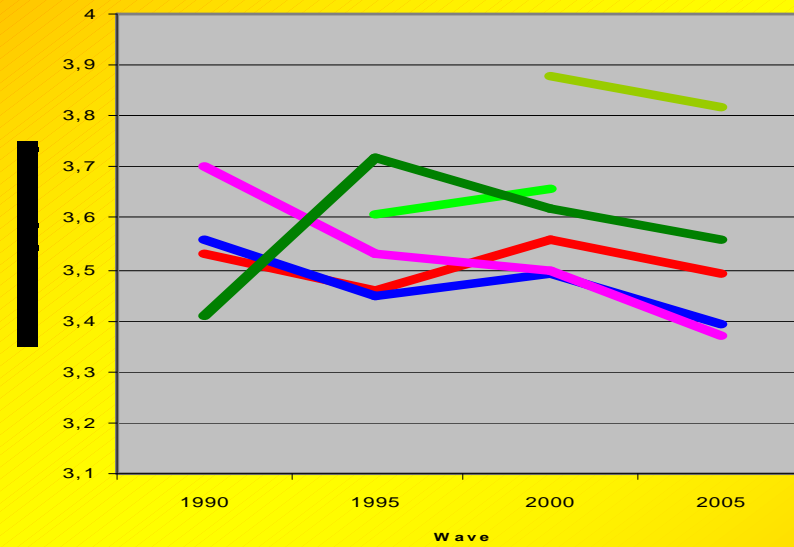
Porcentaje de personas que en cada País o Región Cultural mencionan que determinados grupos sociales les resultarían molestos como vecinos

PERSONAS DE OTRA RAZA		INMIGRANTES/TRABAJADORES EXTRANJEROS	
India	41,8	India	38,2
Islámicos	30,4	Islámicos	31,2
Sub-saharianos	23,2	Sino-confucianos	30,1
Filipinas	21,3	Sub-saharianos	24,7
Sino-confucianos	19,8	Europeos Este cristianos	19,9
Europeos ortodoxos	14,6	Europeos ortodoxos	16,0
Europeos Este cristianos	13,0	Filipinas	15,3
Europeos occidentales católicos	11,0	Europeos occidentales católicos	11,8
Latinoamericanos	7,9	Latinoamericanos	10,3
Europeos occidentales protestantes	6,9	Europeos occidentales protestantes	9,4
Anglosajones	5,2	Anglosajones	7,0
Total	16,8	Total	19,2

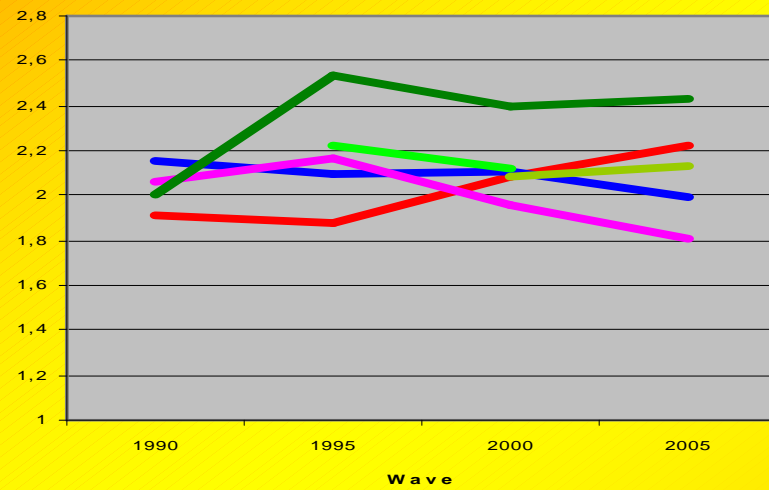
Importance of Family



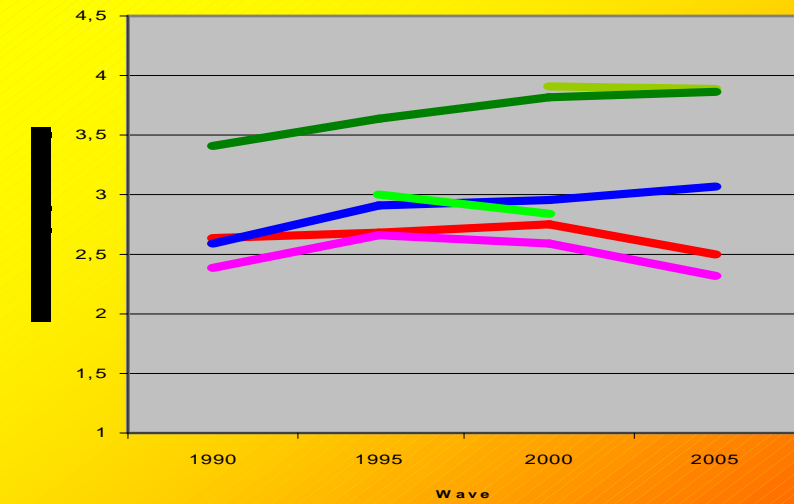
Importance of Work



Importance of Politics

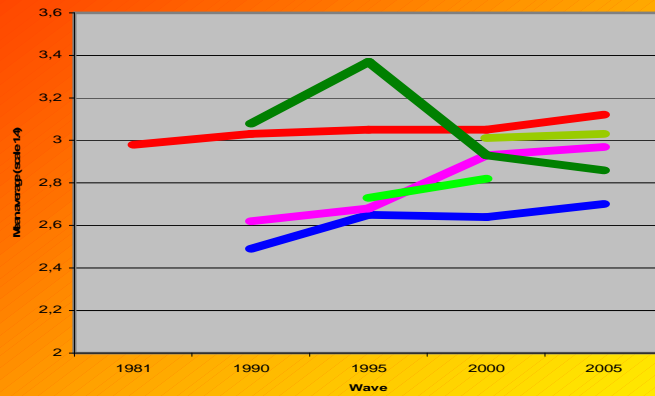


Importance of Religion

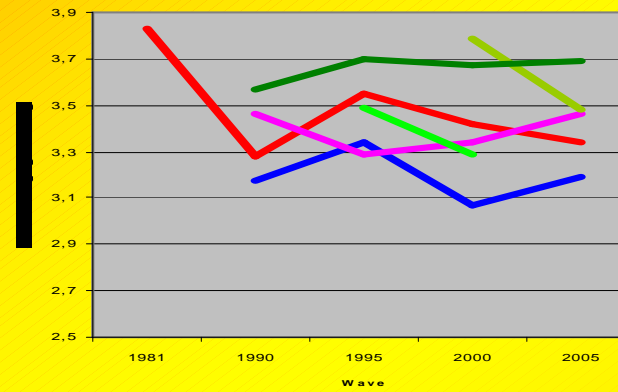


- | | | | | | |
|--|-------------------------|--|------------------------|--|-------------|
| | West European | | East European Orthodox | | Middle East |
| | East European Christian | | East European Islamic | | Magreb |

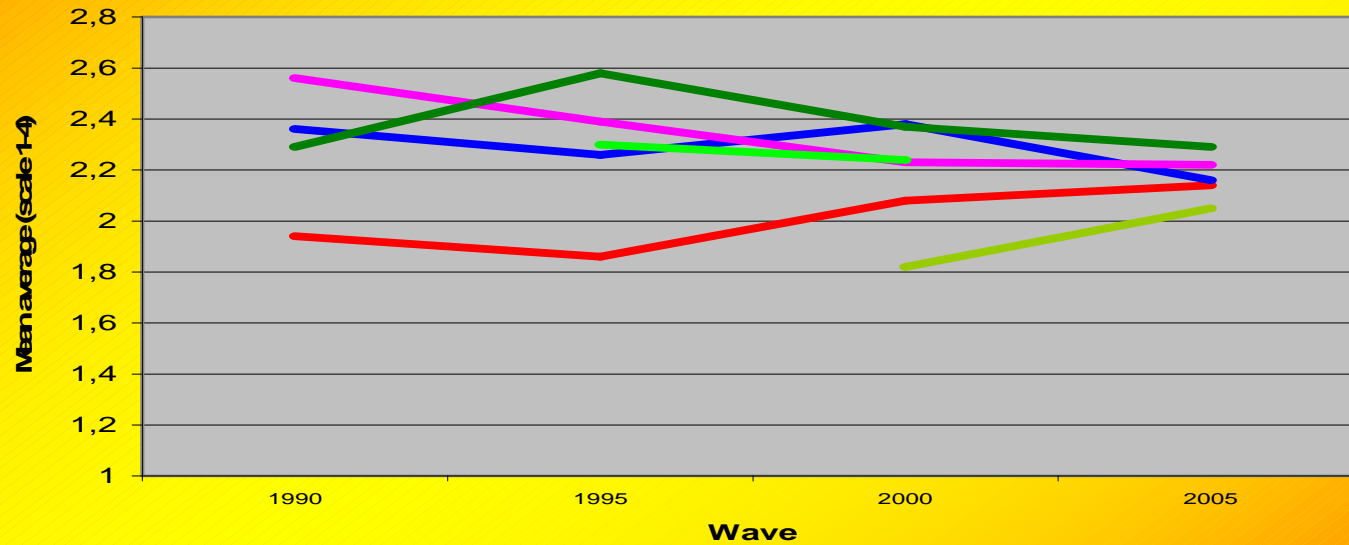
Happiness



National Pride

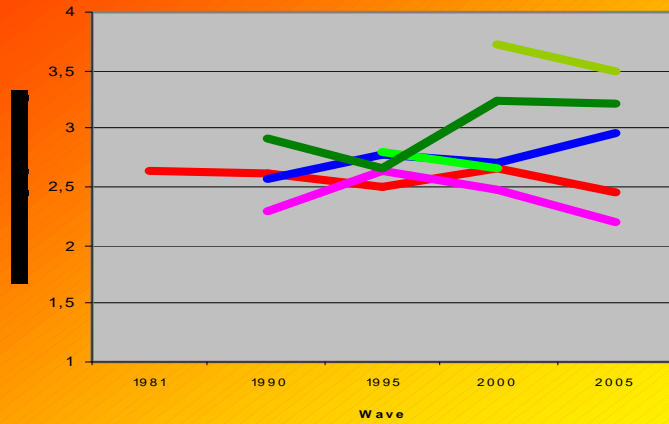


Interest in Politics

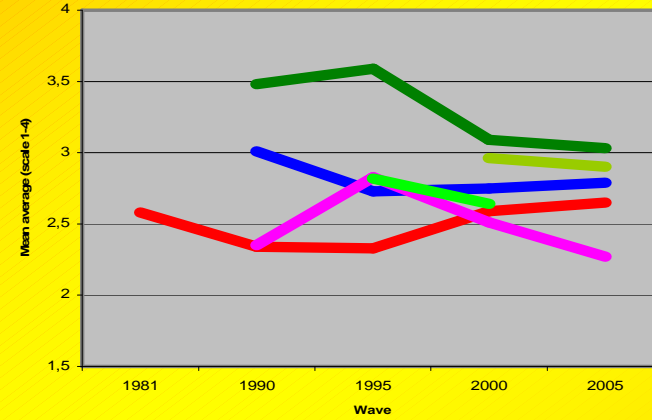


- West European
- East European Orthodox
- Middle East
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- Magreb

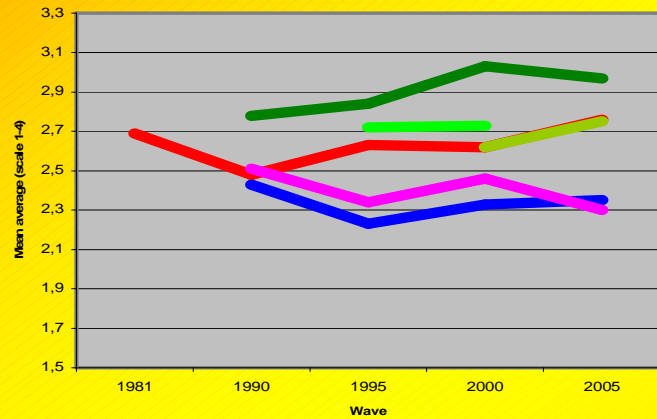
Confidence in Churches or Religious Organizations



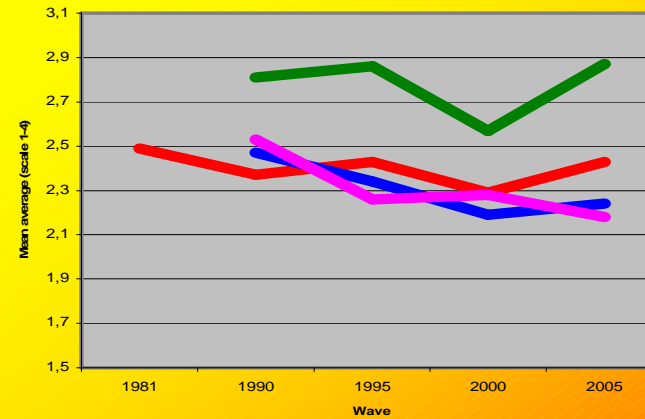
Confidence in Armed Forces



Confidence in the Police



Confidence in the Justice System



West European

East European Orthodox

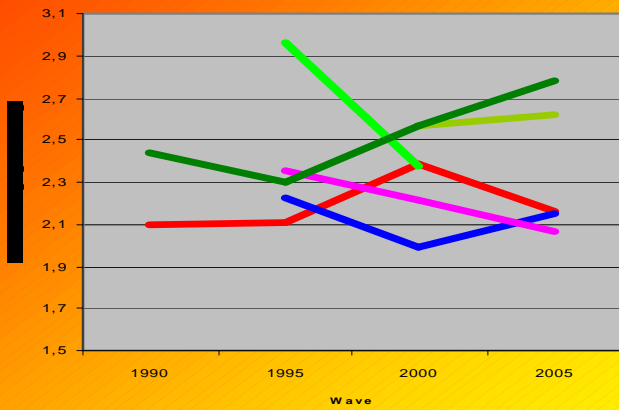
Middle East

East European Christian

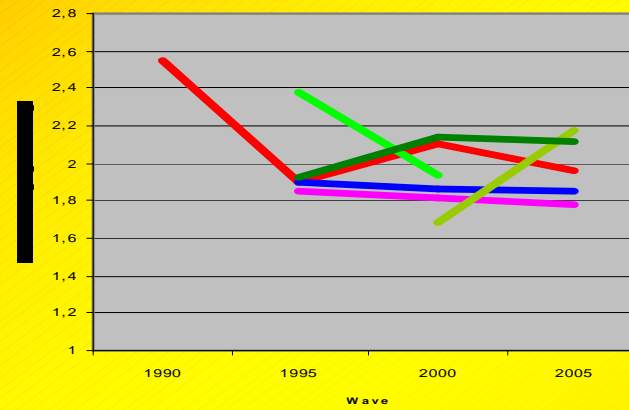
East European Islamic

Magreb

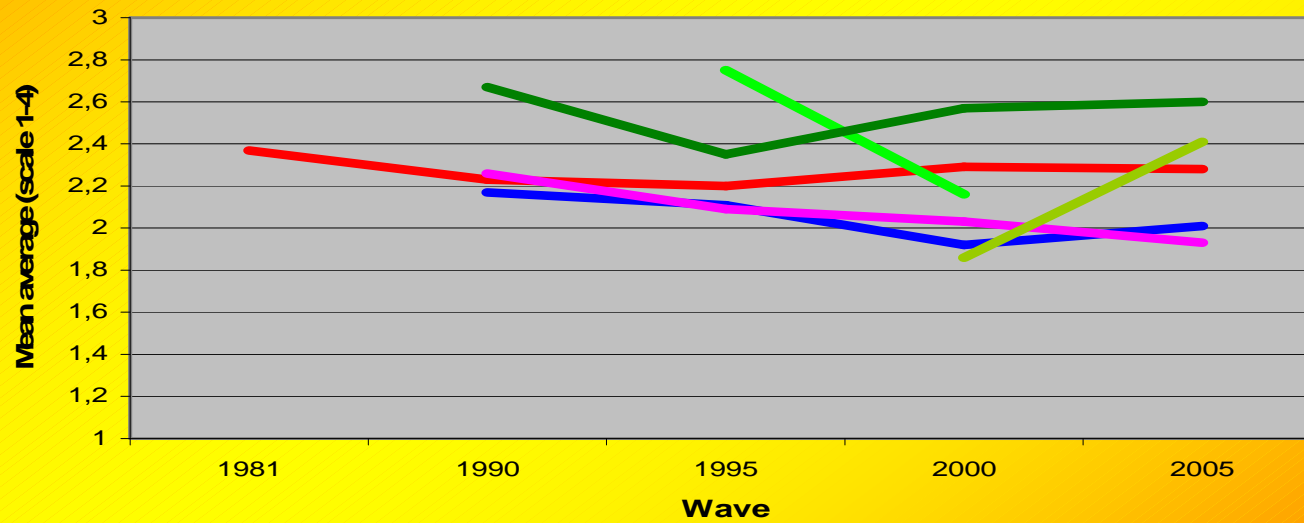
Confidence in Government



Confidence in Political Parties

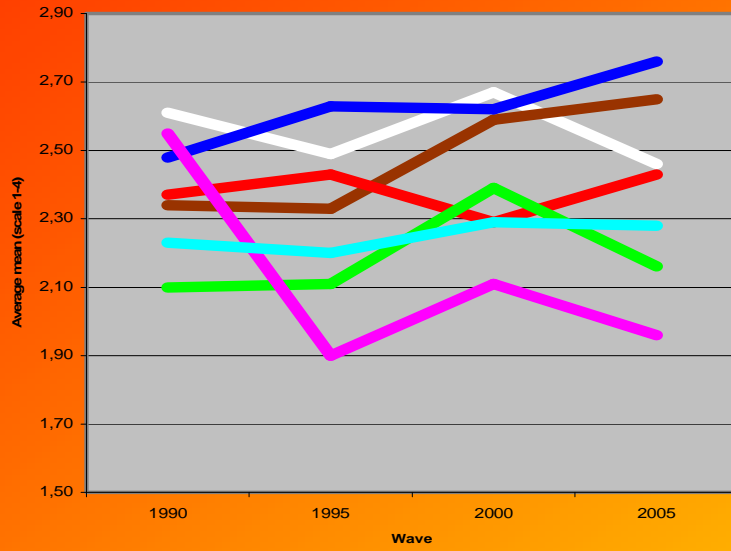


Confidence in Parliament

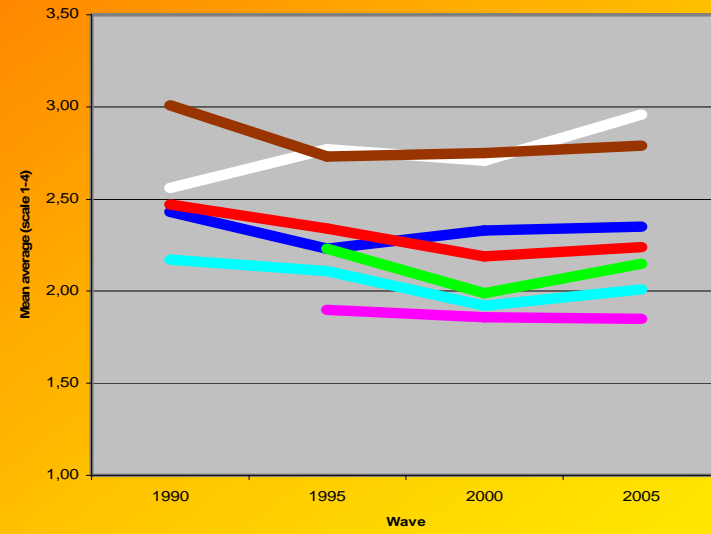


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|-------------------------|------------------------|-------------|
| West European | East European Orthodox | Middle East |
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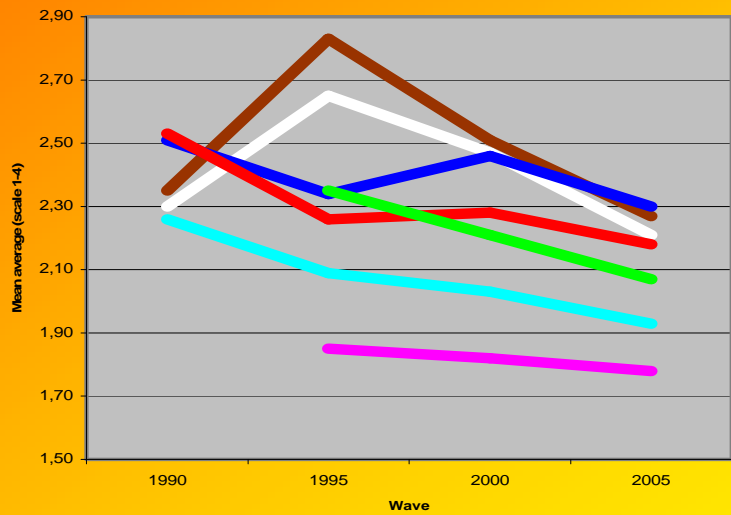
West European



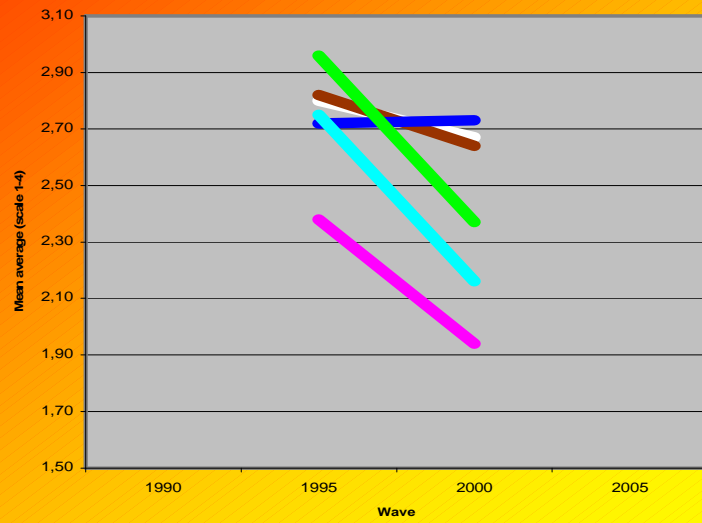
East European Orthodox



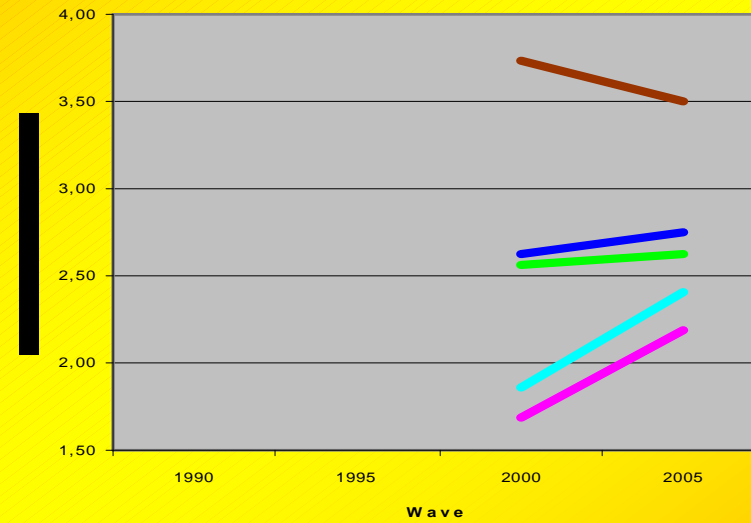
East European Christian



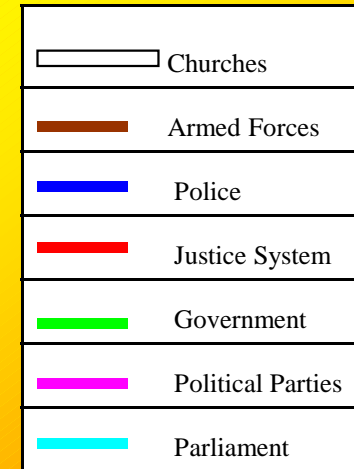
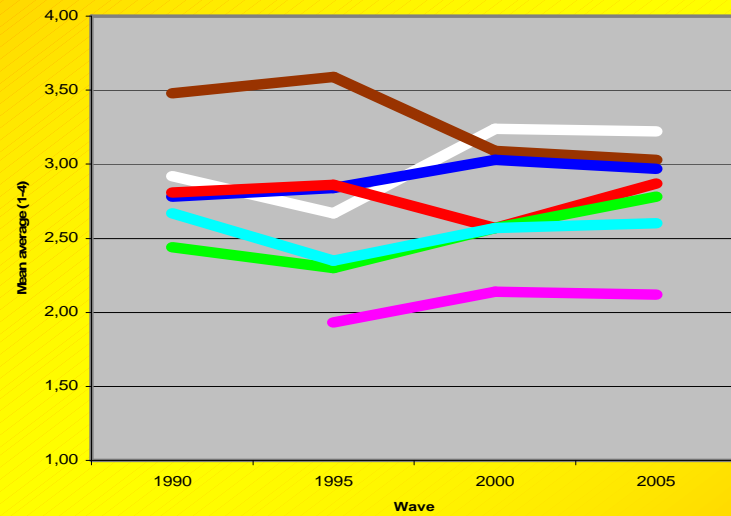
East European Islamic



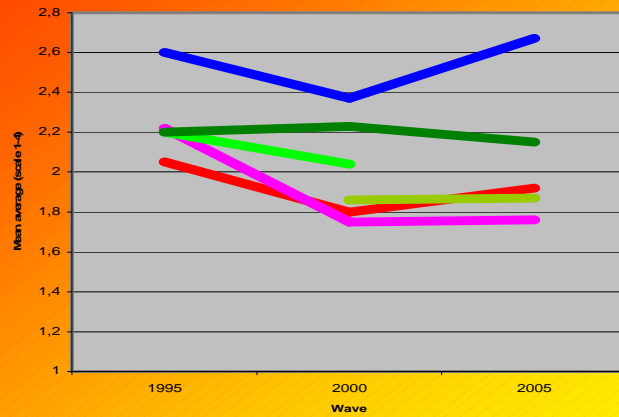
Magreb



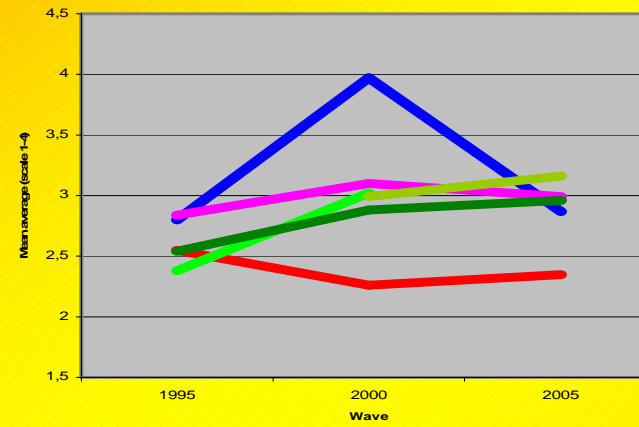
Middle East



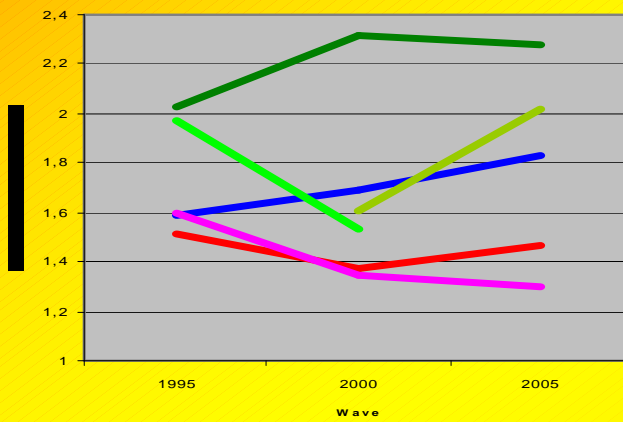
Having a strong leader



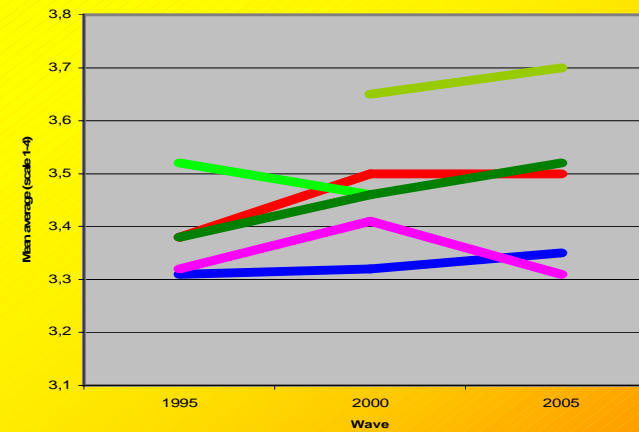
Having Experts Make Decisions



Having the Army Rule

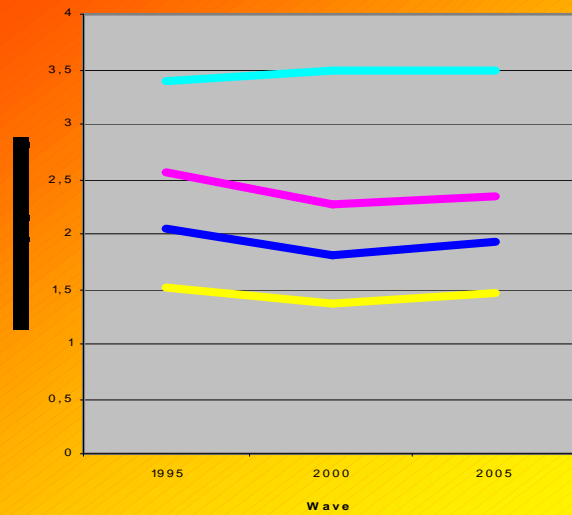


Having a Democratic Political System

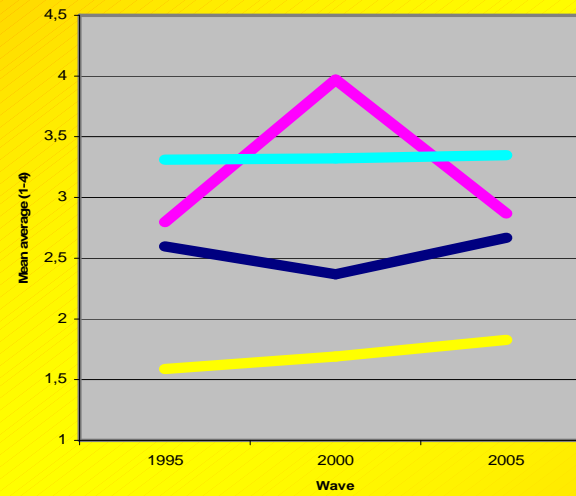


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|--|-------------------------|--|------------------------|--|-------------|
| | West European | | East European Orthodox | | Middle East |
| | East European Christian | | East European Islamic | | Magreb |

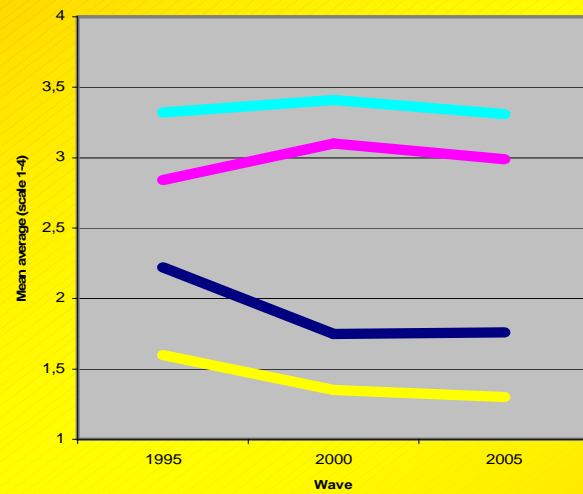
Western Europe



East European Orthodox

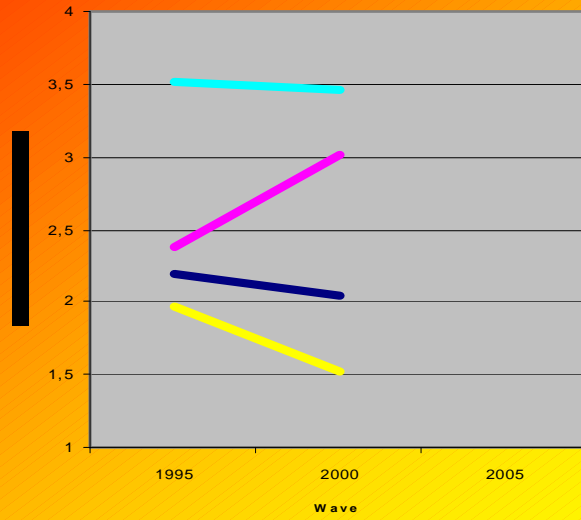


East European Christian

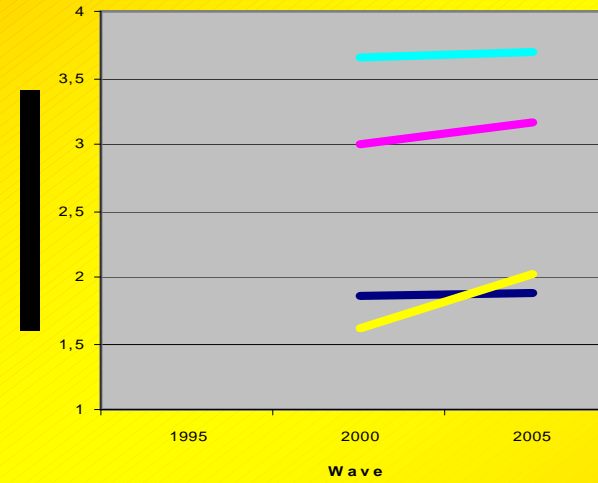


- Having a democratic political system
- Having experts make decisions
- Having a strong leader
- Having the army rule

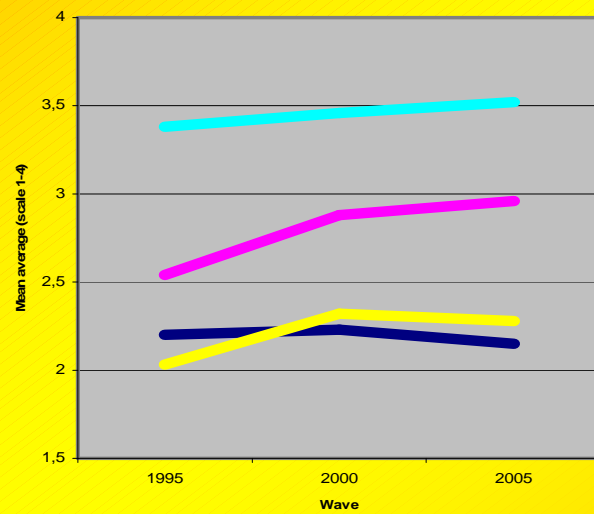
East European Islamic



Magreb

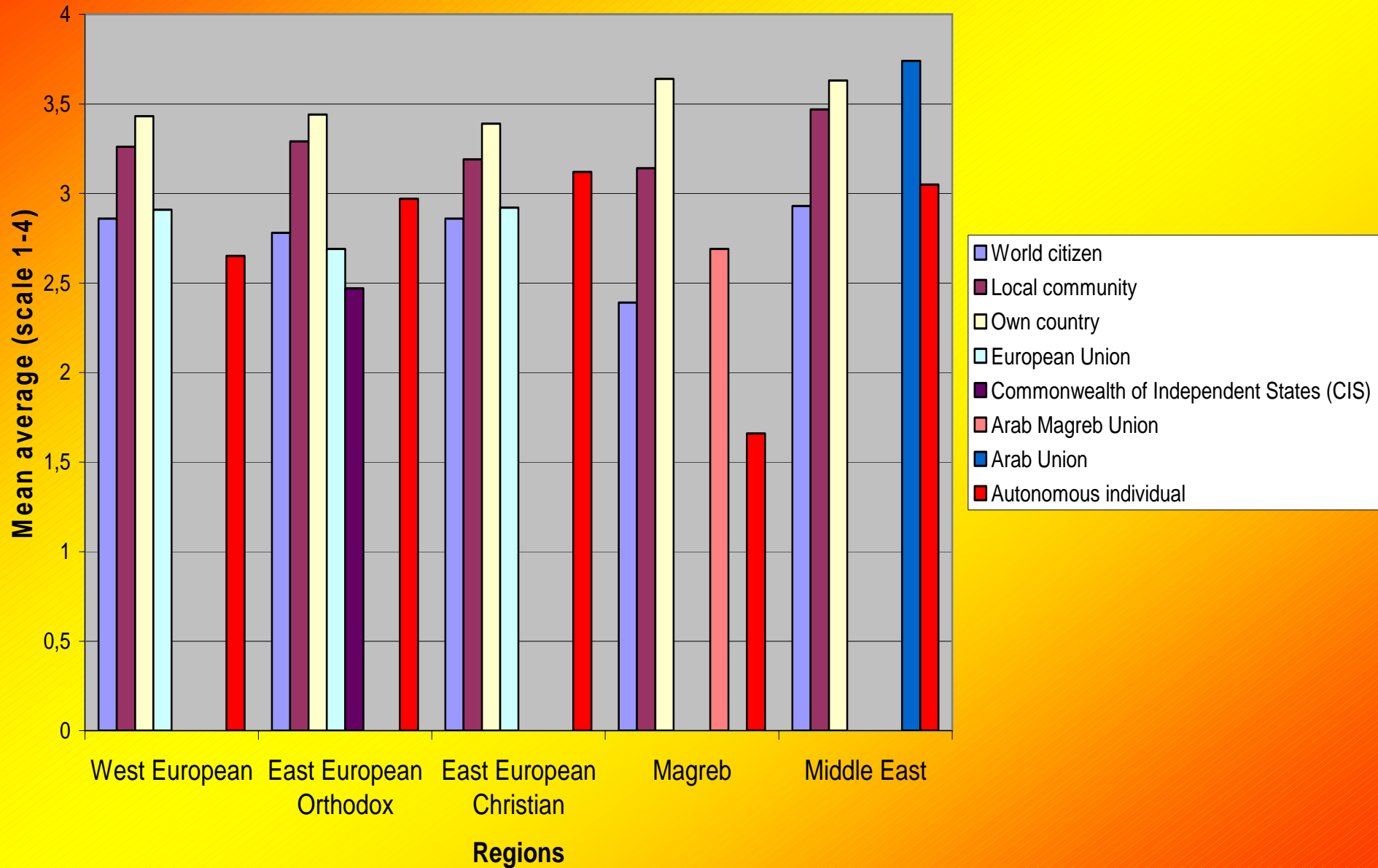


Middle East



- Having a democratic political system
- Having experts make decisions
- Having a strong leader
- Having the army rule

Identification with political-territorial units



Importance of democracy and Democraticness in own country

