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Transition to market economy promotes individualistic values: Analysing changes in frequencies of Russian words from 1980 to 2008

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Abstract

© 2017 International Union of Psychological Science. Google Books Ngram was used to assess changes in frequency of usage in words corresponding to collectivistic and individualistic values in Russia during the time of economic changes. It was found that in many domains transition to market economy was associated with a rise in the use of words corresponding to individualistic values and a decrease in the use of words associated with collectivistic values. In several cases, words corresponding to collectivistic terms were used more often than words corresponding to individualistic values. The results suggest that economic changes lead to a change in values structure, but that individualistic and collectivistic values can co-exist because of the transitional state of the Russian society.

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Keywords

Collectivism, Economic change, Google Books Ngram, Individualism