



# ROLE OF SOCIAL VALUES IN ENHANCING WELLBEING OF OLDER PEOPLE

Dr. Sheena Moosa, MBBS, MPH

Acknowledgments: Professor Peggy Koopman-Boyden, CNZM

1. Country differences in wellbeing attributed to socio-cultural context.
2. Little attention to the role of social values, especially in healthy ageing research paradigms.
3. Important in developing country contexts where:
  - public welfare support systems are not well established.
  - development is accompanied by socio-cultural changes.

1. Personal values, organisational & societal values.
2. Social values: “shared, abstract ideas of what is good, right and desirable in a society” (Knafo, Roccas, & Sagiv (2011:179).
3. Social norms: “what people in a society should value or how they should behave” (Hofstede, 2011).
4. Value system paradigms (Hofstede 1983; Schwartz 1999; & Inglehart 2008).
  - Collectivism - Individualism
  - Conservation - Openness to change
  - Materialistic – Post-materialistic.

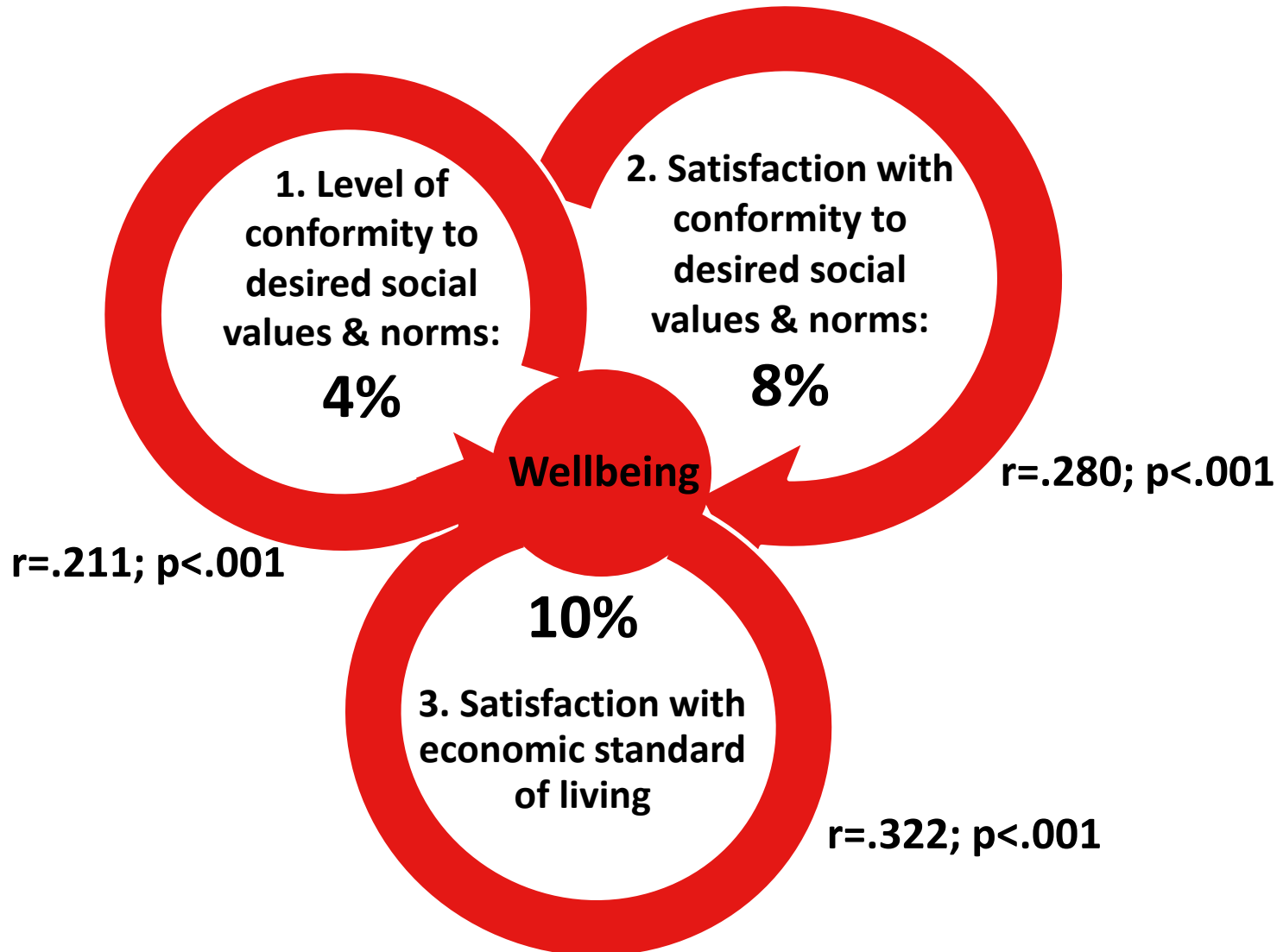
1. Research context: Maldives, older people 65+ years
2. Qualitative inquiry followed by quantitative survey
3. Qualitative:
  - understand the desired social values & norms from the perspective of older people in the SIDS context
4. Quantitative:
  - determine perceived levels of conformity of the community to the desired social values & norms
  - establish the significance and correlations with wellbeing.

- 1. Level of conformity to desired social values and norms:**  
5 social value items: Safety, Trust, Respect, Conformity & Altruism



\*single item measure

# Correlations with wellbeing



## Level and conformity to desired social values and norms by gender and residential area

Indicators	Level	Male	Female	Urban	rural	Total
		% within Gender	% within Gender	% within urban-rural	% within urban-rural	% of Total
<b>1.Level of conformity to desired social values and norms</b>	Good	32.1%	30.1%	8.3%	37.3%	31.1%
	Neither good nor poor	56.1%	59.2%	54.8%	58.4%	<b>57.7%</b>
	Poor	11.7%	10.7%	36.9%	4.2%	11.2%
<b>2.Satisfaction with conformity to desired social values and norms</b>	Satisfied	40.0%	40.8%	22.9%	45.1%	<b>40.4%</b>
	Neither satisfied nor dissatisfied	32.3%	34.7%	32.5%	33.8%	33.5%
	Dissatisfied	27.7%	24.5%	44.6%	21.1%	26.1%

- Societal conformity to desired social values and norms is an important determinant of older people's wellbeing.
- Correlations comparable to domains such as economic standard of living.
- Value orientations moving from collectivist towards individualist value types.
- Important desired social values are altruism, trust and respect.



- Public policies and practices are developed based on the social value orientations of the public institutions (Kasser, 2011; Shwartz, 2011).
- Explore intergenerational solidarity as a policy goal for enhancing wellbeing of older people.
- Age-friendly cities framework identifies importance of social aspects of the living environment (World Health Organisation, 2007).

- Creating opportunities & promoting intergenerational action
  - Family role of grandparents teaching children cultural practices and activities
  - Shares spaces in the community
    - Skill sharing projects with schools
    - Public library and kinder gardens
  - Community entertainment groups
    - musicians of different age groups
  - Neighbourhood support groups.
  - Promoting their public role in cultural centres, through media



# ***THANK YOU***

**Dr. Sheena Moosa**

National Institute for Demographic and Economic Analysis (NIDEA)

University of Waikato, New Zealand

**Email: [moosa.sheena@gmail.com](mailto:moosa.sheena@gmail.com)**



## Multi-item scale used for measuring conformity to desired social values and norms in the community

Social value & norm	Items measured (on 4 week recall period)	Scale		
		3	2	1
Security/Safety	Based on your observation in the past 4 weeks, Is safe to walk around on the streets (of the island)?	Mostly	Sometimes	Not at all
Benevolence/Trust	In the past 4 weeks, did you observe that people have to be very careful in dealing with others(on the island) or you can trust them?	Most can be	Some	Have to be very careful
Tradition/Respect	In the past 4 weeks, did you observe that people (on the island) respect elders?	Most do	Some do	Most don't
Conformity/tradition	In the past 4 weeks, did you observe that people (on the island) look after their elderly parents and relatives?	Most do	Some do	Most don't
Universalism/Altruism	In the past 4 weeks, did you observe that people in your island volunteer to help neighbours and others?	Most do	Some do	Most don't



<b>Value item</b>	<b>Correlation (<math>r^2</math>)</b>
Security/ Safety	0.5%
Benevolence/ Trust	5.4%
Tradition/Respect	3.3%
Conformity/ Care for elders	2.1%
Altruism/ help others	7.5%

**$p < .01$  for all except safety for which  $p > .5$**