The values of Canadian citizens

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North American values?

- Differences of values, traditions between the USA and Canada?

- Tocqueville pointed out some of the characteristics of North America.

- "In France, one regards simplicity of taste, tranquility of more, the spirit of family, and love of one's birthplace as great guarantees of tranquility and happiness for the state; but in America, nothing appears more prejudicial to society than virtues like these. The French of Canada, who have faithfully preserved the traditions of old mores, already have difficulty in living on their territory, and this small people, which has just been born, will soon be prey to the miseries of old nations. In Canada, the men who have the most enlightenment, patriotism, and humanity make extraordinary efforts to disgust the people with the simple happiness that still suffices for them" (Tocqueville, 2000: 295)

- Interesting to study the observations of Tocqueville in the creation of a cultural stereotype

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The myth of an open society

- "The historical record suggests that Canadians were more conservative morally than Americans, but that shifts, particularly in the religious ethos of the denominations that predominate in Canada, Catholic (over 50%), Anglican, and the ecumenical United Church, have made Canadians more liberal than their neighbors to the south, who remain much more influenced by Protestant sectarianism" (Lipset, 1990: 268).

- Recent critical voices on the cultural model of Canada. "master narrative of the nation" that "takes as its point of departure the essentially law-abiding character of its enterprising nationals, who are presented (for the most part) as responsible citizens, compassionate, caring, and committed to the values of diversity and multiculturalism" (Thobani, 2007: 4)

Critical voices

- "Canadians routinely describe their citizenship, immigration, and refugee policies as the most humanitarian and compassionate in the world. These claims shape their sense of collective pride and national identity" (Thobani, 2007: 69).

- Glorification of a myth that allows the otherization procedures to exclude those who do not fit a hidden racial nationalism. (aliens, refugees, Indians…)

- "Likewise, the aliens who present themselves at the Canadian borders today come from countries that are among the most coveted sites for the operations of Canadian corporations. Many of these countries are also the destinations of the high-flying trade missions led by a dizzying array of primer ministers and trade ministers" (Thobani, 2007: 71).

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Critical voices on the national narrative

- "This national mythology has proven to be durable, becoming naturalized in the understanding of everyday life in a putatively pluralist and open society. In addition, the changes to immigration policy that were taking place concurrently with the mergence of this national mythology provided the basis for contemporary manifestations of the racial ordering of 'immigrant' Others" (Haque, 2018: 240).

- Analysis of the "imagined nation" (Anderson, 2016). The bilingualism of the Canadian nation could be seen in these critical voices as the elaboration of a dual racialist system for the White settlers in order to perform the dispossession of the territory of the Indians.

- Very current debate on the nation-building and the institutional framework (the narrative of the nation)

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The need for empirical investigations

- Behaviorist sociology is important to understand the relations between beliefs / attitudes / values

- No deterministic (essentialist) interpretations (The Canadian are like this). Breaking the stereotypes implies to reconsider the scientific work on beliefs / attitudes / values

- The work of Ronald Inglehart is important in cultural sociology to understand the elaboration of cultural models (cultural references). (Inglehart, 2018)

- The main thesis of Ronald Inglehart and Pippa Norris: in Western societies, there has been an ongoing shift of values since the 1970s with more care for non-materialistic values (Inglehart, 1977; Norris, 2002)

Definition of post-materialism

- Ronald Inglehart and other researchers defined a post-materialistic index to measure the attitudes of respondents who took part in cross-cultural surveys.

- Ronald Inglehart described the emergence of post-materialistic values that are no longer guided by the care for economic satisfaction

- In the field of political science, the analysis of post-materialistic values is rather expressed by the relations to the political authority, the citizen creativity with the invention of new participatory tools and the relation to traditional political structures such as political parties, associations (Norris, 1999; Taniguchi, 2006).

- Strong interest for these longitudinal studies (aggregate data)

Materialism	Post-materialism
1. Politics	
Need for strong leaders	De-emphasis on political authority
Order	Self-expression, participation
Xenophobia / fundamentalism	Exotic, the new is stimulating
2. Economics	
Priority to economic growth	Quality of life = top priority
Achievement motivation	Subjective well-being
Individual versus state ownership	Diminishing authority of both private and state ownership

Taniguchi, M. (2006). A Time Machine: New Evidence of Post-Materialist Value Change. *International Political Science Review,* Vol. 27, n°4: 416.

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3. Sexual / family norms	
Maximize reproduction, but only in the two-parent heterosexual family	Individual sexual gratification Individual self-expression
4. Religion	
Emphasis on a higher power	Diminishing religious authority
Absolute rules	Flexible rules, situational ethics
Emphasis on greater predictability	Emphasis on the meaning and purpose of life

Taniguchi, M. (2006). A Time Machine: New Evidence of Post-Materialist Value Change. *International Political Science Review,* Vol. 27, n°4, 416.

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Studies of cultural values

- No glorification of Western values, rather an empirical investigation to see tendencies

- Mixture of materialistic and post-materialistic values (the shift does not mean that a post-materialistic model is reached nor achieved).

- Possibilities of studying the expectations (visions) of the individuals in these cross-cultural surveys

- For instance, if respondents give credit to the ideas of economic growth or a strong defense force, they would be considered as materialistic. If the respondents give a high value to the freedom of speech, they would express a post-materialistic attitude for this item. Consideration of post-industrial societies where the industrial production has been challenged by the explosion of services.

Data for the seventh round of the survey

- 4.018 respondents for Canada (2020) / 2.596 respondents for the US
- Question 123: Immigration in your country (does it strengthen the cultural diversity?)

Cultural diversity	Frequency	Percent	Cumulative Frequency
Disagree	293	7.29	7.29
Hard to say	697	17.35	24.64
Agree	3,038	75.36	100.00
Total	4,018		

Detailed data on the question of cultural diversity in Canada

	Total	Gender	Gender	Age	Age	Age
		Male	Female	Up to 29	30-49	50 and more
Disagree	8.3	10.2	6.5	5.4	9.6	8.4
Hard to say	19.1	21.4	17.0	18.8	19.3	19.1
Agree	72.6	68.4	76.5	75.8	71.1	72.5
Don't know	-	-	-	-	-	-
No answer	-	-	-	-	-	-
Missing; Not available	-	-	-	-	-	-
Total	4,018	1,906	2,112	754	1,325	1,939

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Comparison with the results with the American respondents

Cultural diversity	Frequency	Percentage	Cumulative Frequency
Disagree	281	10.82	10.82
Hard to say	689	26.54	37.37
Agree	1,626	62.63	100
Total	2,596	100	

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Detailed data on the question of cultural diversity in the USA

	Total	Gender	Gender	Age	Age	Age
	Total	Male	Female	Up to 29	30-49	50 and more
Disagree	9.4	10.6	8.2	7.5	10.1	9.7
Hard to say	30.8	27.4	33.9	28.3	30.8	31.9
Agree	58.4	60.0	56.8	62.5	57.7	57.0
Don't know	-	-	-	-	-	-
No answer	1.5	1.9	1.1	1.7	1.4	1.5
Missing	-	-	-	-	-	-
Total	2,596	1,256	1,340	554	870	1,172

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Comparison of the data from *World Values Survey*

- More of 75% of Canadian respondents agree and 62% of American respondents

- The gender does not play a significant role here in the answers (a little bit more male respondents that disagree on the positive impact of immigration but also more male respondents that agree)

- The youngest generation is more opened in both cases but in the Canadian one, the proportion of respondents between 30-49 years old has a better result whereas the proportion of respondents above 50 years old has a lower score in the American case.

Question on work and immigration (Canada)

- Q 130: how about people from other countries coming here to work. Which one of the following do you think the government should do?

	Total	Gender	Gender	Age	Age	Age
		Male	Female	Up to 29	30-49	50 and more
Let anyone come who wants to	9.3	10.3	8.4	18.8	10.9	4.5
Let people come as long as there are jobs available	**51.6**	50	53.1	56.7	48.6	51.8
Place strict limits on the number of foreigners who can come here	35.7	36.2	35.3	21.5	37	40.3
Prohibit people coming here from other countries	3.4	3.5	3.3	3.0	3.5	3.4
Total	4,018	1,906	2,112	754	1,325	1,939

Question on work and immigration (USA)

- Q 130: how about people from other countries coming here to work. Which one of the following do you think the government should do?

	Total	Gender	Gender	Age	Age	Age
		Male	Female	Up to 29	30-49	50 and more
Let anyone come who wants to	13.3	11.5	14.9	22.0	13.5	8.9
Let people come as long as there are jobs available	37.0	36.9	37.1	43.2	38.4	33.1
Place strict limits on the number of foreigners who can come here	44.2	46.6	41.9	28.3	42.5	53
Prohibit people coming here from other countries	3.8	3.6	4	3.8	3.7	3.9
Don't know/no answers	1.8	1.3	2.2	2.7	1.9	1.2
Total	2,596	1,256	1,340	554	870	1,172

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Results from the comparison

- The gender is not a key variable in the appreciation of attitudes towards immigration for job reasons

- Higher proportion of young people in Canada who are in favor of work immigration. On the contrary, the people between 30 and 49 years old are more reluctant than in the USA.

- Older generations are more restrictive for work immigration in both countries.

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Materialist index / post-materialist index (Canada)

Total	Total	Gender	Gender	Age	Age	Age
		Male	Female	Up to 29	30-49	50 and more
Materialist values	15.3	14.3	16.2	10.2	16.1	16.8
Mixed values	60.9	59.1	62.5	63.4	63.5	58.1
Postmaterialist values	23.8	26.6	21.3	26.3	20.5	25.2
N	4,018	1,906	2,112	754	1,325	1,939

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Materialist index / post-materialist index (USA)

Total	Total	Gender	Gender	Age	Age	Age
		Male	Female	Up to 29	30-49	50 and more
Materialist values	14.4	11.8	16.9	11.3	14.8	15.6
Mixed values	57.0	57.3	56.6	57.9	58.6	55.3
Postmaterialist values	24	26.1	22.1	27.7	21.5	24.1
Other missing	4.6	4.8	4.4	3.1	5.1	4.9
Total	2,596	1,256	1,340	554	870	1,172

Comparing the postmaterialist trend in both contries

- Very similar proportions in both cases

- The younger generation seems to have more preferences for postmaterialist values (26.3% for Canada / 27.7% for the USA).

- The proportion of respondents between 30 and 49 years old has more mixed values in both cases

- Slight gender difference in both cases (women have a little bit less inclination for postmaterialist values)

2022-08-03   https://www.worldvaluessurvey.org/WVSDocumentationWV7.jsp

Conclusions

- Strong discussions on the national narrative, many critical voices on the articulation between multiculturalism and bilingualism for instance

- Critical distance with the self-promotion of a model

- Need for accurate analysis with the help of behavioral sociology rather than discourse analysis

- Cultural differences with the USA but similar trends when it comes to postmaterialist values. Openness for immigration issues in the youngest generation. In Canada, according to the results of *World Values Survey,* less trust from the people between 30 and 49 years old.

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