Special Features of Social Capital of Generation X and Y in the Network Space

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Abstract: The article identifies and analyses significant differences of social capital and its components among the representatives of the generation X and Y. On the sample of 1008 respondents we studied the main components of social capital among the representatives of generation X and Y. Such techniques were applied: The scale of subjective well-being developed by A. Perrudet-Badoux, G. Mendelsohn, J. Chiche; TIPI Short Questionnaire – «Ten-Point Personality Questionnaire» designed by Gosling S.D., Rentfrow P.J., Swann W.B.; Thinking J.B. Rotter's «Interpersonal Confidence Scale». This study presents the results on the following data: special features of the social capital of generations X and Y, the use of social networks of them; differences in the perception and attitudes of generations X and Y to the networks.

1. Introduction

The problem of studying the phenomenon of social capital originally arose in foreign sociology. Currently, the problem of social capital is most often discussed primarily in psychological research [1; 2; 3; 4; 5]. Social capital theories suggest that an individual has many social connections that can be thought of as a network that can be used by him to meet his needs in society (Putnam, 2001). Social capital includes a construct which builds a network of relationships [6]. In this study, we define the social capital of the generations as a collection of real or virtual resources that grow to an individual or a group due to the advantage of owning a reliable network of more or less institutionalized relationships of mutual acquaintance and group membership.

One shouldn’t ignore the position of Coleman (2000), who, unlike other authors, clearly allocates information resource. Information potential is the most important manifestation of social capital, which is activated through social relations in the form of a special resource. Information is important as a basis for action. As a result of the accelerated development of information technologies, it is difficult to find a sphere of life that is not connected with the Internet: so firmly it has entered into our lives, having become a natural and irreplaceable component of it, which has a positive impact on its inclusion in the process of social relationships [7].

The representatives of generation X were born at a time of development and rise of digital technology, when they were born. This generation formed a different view of certain values and norms compared to previous generations, and these transformations occurred thanks to the information society [8; 9].

Generation Y has the most radical impact by the Internet. They grew up in an environment saturated with digital devices, almost intuitively learned to own digital tools, the most important tool of communication and source of awareness for them is social networks [9].
2. Methodology

A survey using questionnaires was conducted to verify the proposed differences. The data were collected using the method of online survey of senior, middle and lower managers, aged 23 to 35 years and 36-53 years. As a result, the total number of respondents was 1008 people. The survey was conducted among the respondents who have an active account in social networks (VK, twitter, Instagram, Facebook). Such techniques were applied: The scale of subjective well-being developed by A. Perrudet-Badoux, G. Mendelsohn, J. Chiche; TIPI Short Questionnaire—Ten-Point Personality Questionnaire designed by Gosling S.D., Rentfrow P.J., Swann W.B.; Thinking J.B. Rotter's Interpersonal Confidence Scale. Since the distribution of the data was different from the normal distribution, we used the nonparametric Mann-Whitney criterion to test the hypotheses.

The analysis of the results of the study will be based on a consistent testing of the following hypotheses:
1. There are differences in the perception and attitude of generations X and Y to networks;
2. We assume that generations X and Y will have significantly different components of social capital.

3. Results

The obtained empirical data testify the fact that there are significant differences in social capital among the representatives of generation X and Y (refer with: Table 1).

| №  | Social capital indicators                  | generation X / generation Y |
|----|------------------------------------------|-----------------------------|
| 1  | Extraversion                             | p≤0,01                      |
| 2  | Consent                                  | p≤0,01                      |
| 3  | Conscientiousness                        | p≤0,05                      |
| 4  | Emotional stability                      | p≤0,01                      |
| 5  | Openness to experience                   | p≤0,05                      |
| 6  | Interpersonal trust                      | No significant differences  |
| 7  | Signs accompanying the main psycho-emotional symptoms | No significant differences |
| 8  | Tension and sensitivity                  | p≤0,05                      |
| 9  | Mood changes                             | p≤0,05                      |
| 10 | Importance of social environment         | p≤0,01                      |
| 11 | Self-assessment of health                | p≤0,05                      |
| 12 | Degree of satisfaction with day-to-day activities | p≤0,01                      |

The statistical analysis showed that there are differences in social capital in the transitional generation (generation X) and the post-Soviet generation (generation Y). However, the trends of social activity and integration can be seen in different generations, as evidenced by the general tendency of the presented study. There is continuity in the manifestation of civic activity in different age groups and, at the same time, their attenuation in younger cohorts. The data obtained by the author confirm the results of N. E. Tikhonova's research about the more active inclusion of the population in the networks of informal friendly interactions than in institutionalized forms of interactions (organizations) [10].

The differences between the groups are valid according to three indicators: personal characteristics (extraversion, consent, conscientiousness, emotional stability, openness to experience), subjective well-

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being/emotional comfort (tension and sensitivity, mood changes, importance of social environment, self-assessment of health, satisfaction with daily activities) and attitude to social networks.

In our study it was revealed that the representatives of generation X are more emotionally stable: restrained, calm; reliable, not inclined to competition; self-disciplined, conventional, often passive in behavior.

The representatives of generation Y can be characterized as adventurous, energetic, able to inspire confidence, open to new experience, are easy in communication, resourceful in an unusual situation, but undisciplined, conflicting, unstable.

Generation X is not subjective to external factors and circumstances. They are independent: easy to learn, adapt to any changes; do not like privacy, but appreciate communication with family or friends; recently more and more experiencing health problems, very scattered.

Generation Y is dominated by frequent mood swings; overly react to minor setbacks, vividly express their anxiety facing any troubles in life, but they are physically healthy, which shows their balance; in the morning it is difficult for them to get up and work, are bored in their daily activities.

The older generation prefers live communication, they use social networks once a week and use them as a way to connect, communicate and find friends, classmates; one of the important components in their use of social networks is that it is an effective way of communication, saving money and time, but confirm that they have affected negatively on their free time.

Generation of youth is ready to replace live communication by virtual. They visit social networking sites several times a day for entertainment (games, music, movies, photos) and self-expression (social networks help to express themselves, show their creativity); they believe that social networks contribute to the academic success (in finding and learning information), to personal life and communication with friends (getting information about friends, interesting people, communication) and organization of personal leisure time (information about cultural events (cinema, theater, exhibitions), information about leisure activities (discos, meetings in clubs, parties, etc.)); for them it is an opportunity to express their opinions, a platform to discuss problems.

The findings suggest that there are similarities and differences between generations in the use of social media. The main unifying point is: both groups of respondents note that with the help of information technologies they receive new information about friends, events in the world, communicate with friends, i.e. act as a way to stay in touch with friends and acquaintances.

The key differences in the purposes of social networks use of different generations are as the following: the generation which had the period of rotation of the various booms and crises in the country (generation X) characterize social networks from negative sides (a lot of time wastes, vision deteriorates because of social networking), a group of young people show the opposite positive characteristics (social networks help to distract from problems and to find a group of like-minded people who share common interests, hobbies).

4. Conclusions

In the course of the study, hypotheses were confirmed that the components of social capital are significantly different in generations X and Y. There are differences in the peculiarities of perception and attitude to networks of representatives of generations X and Y. Thus, these two hypotheses are fully confirmed.

For the first time the social capital of generation X and Y representatives in network communities is revealed, which is an important component for the study of the problem related to the orientation of personality activity in the social environment.
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