

Finland Through the Eyes of Empathy

*The second part of the study series:
Citizens' emotions and engagement
toward their own work*

Dec 30, 2020 | Conducted by



YouGov®

statista 



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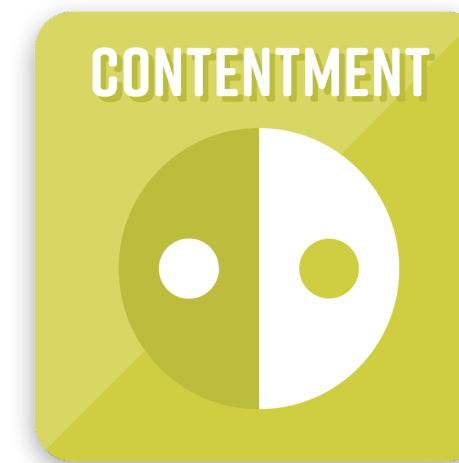


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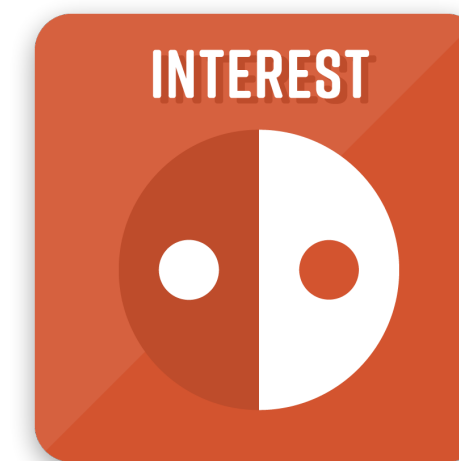
Key Findings

- More than 60 % of the working population experience **positive emotions** toward their own work
- The most common emotions are **contentment (18 %)**, **interest (11 %)** and **disappointment (10 %)**
- The higher the income, the more commonly emotions indicate positive engagement and involvement in work
- Based on emotions, **over one third** of the workforce are **loyals** and **participants** in relation to their work
- **Contentment**, which is the most common emotion among all professional fields, passivates citizens: It's a sign of conditions that meet expectations, require little effort, and don't motivate people to participate
- Negative experiences among both the blue and white collar employees typically come out as **disappointment**; as for entrepreneurs, the typical negative emotion is **fear**
- Entrepreneurs experience **pride** and **shame** more often than others at work
- The emotions experienced by the entrepreneurs reflect the risks and uncertainty as well as the personal relationship to success and failure
- **Shame** is a rare feeling (2%) toward work; students are ashamed (7%) of their work more often than others

The Most Common Emotions Among the Finns Toward Their Work



Contentment (18 %) toward work indicates the fulfillment of expectations as well as familiar and safe conditions that require little effort. A typical effect on motivation is “do nothing”.

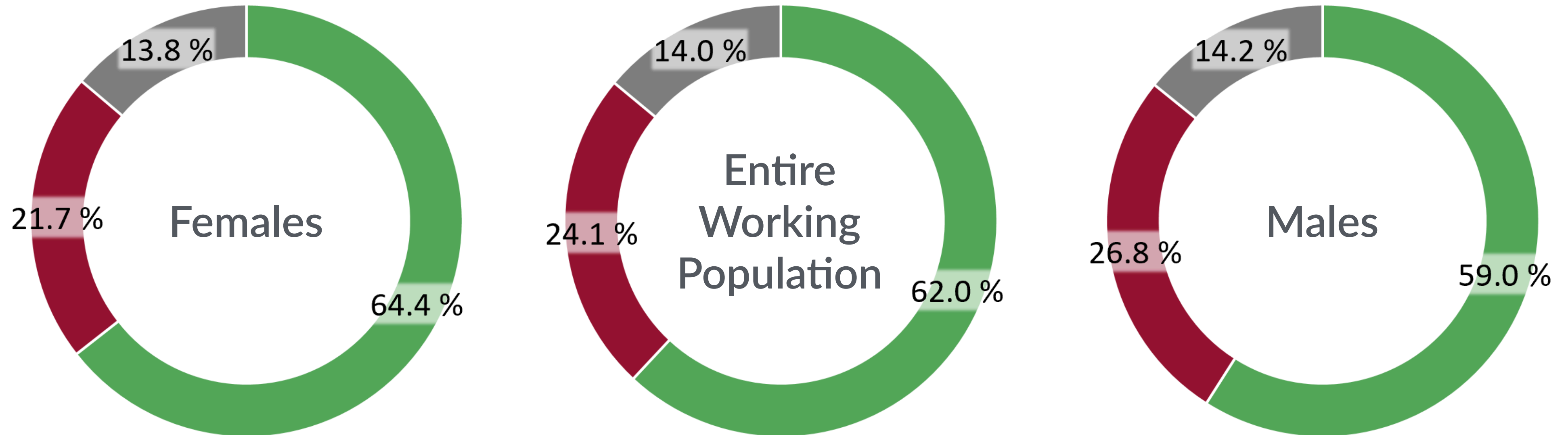


Interest (11 %) toward work is about attraction and curiosity for opportunities that are within one’s own reach. Interest engages and motivates people for actions and change.



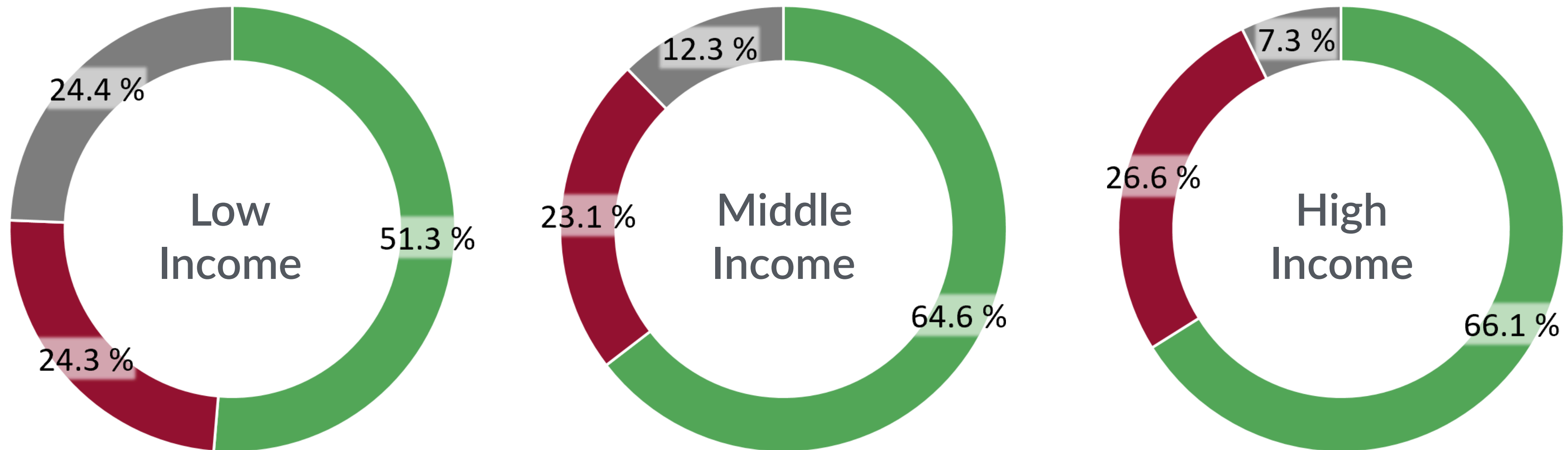
Disappointment (10 %) toward work refers to broken promises, hopes, and expectations. It eats up optimism and self-confidence, cripples, and decreases productivity.

Positive and Negative Emotions Toward Work Among the Working Population in Finland



- Positive emotions
- Negative emotions
- No emotions

Positive and Negative Emotions Toward Work Among the Working Population in Finland



- Positive emotions
- Negative emotions
- No emotions



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Positive Emotions Toward Own Work Among the Working Population in Finland



64 %



59 %

Professional fields:

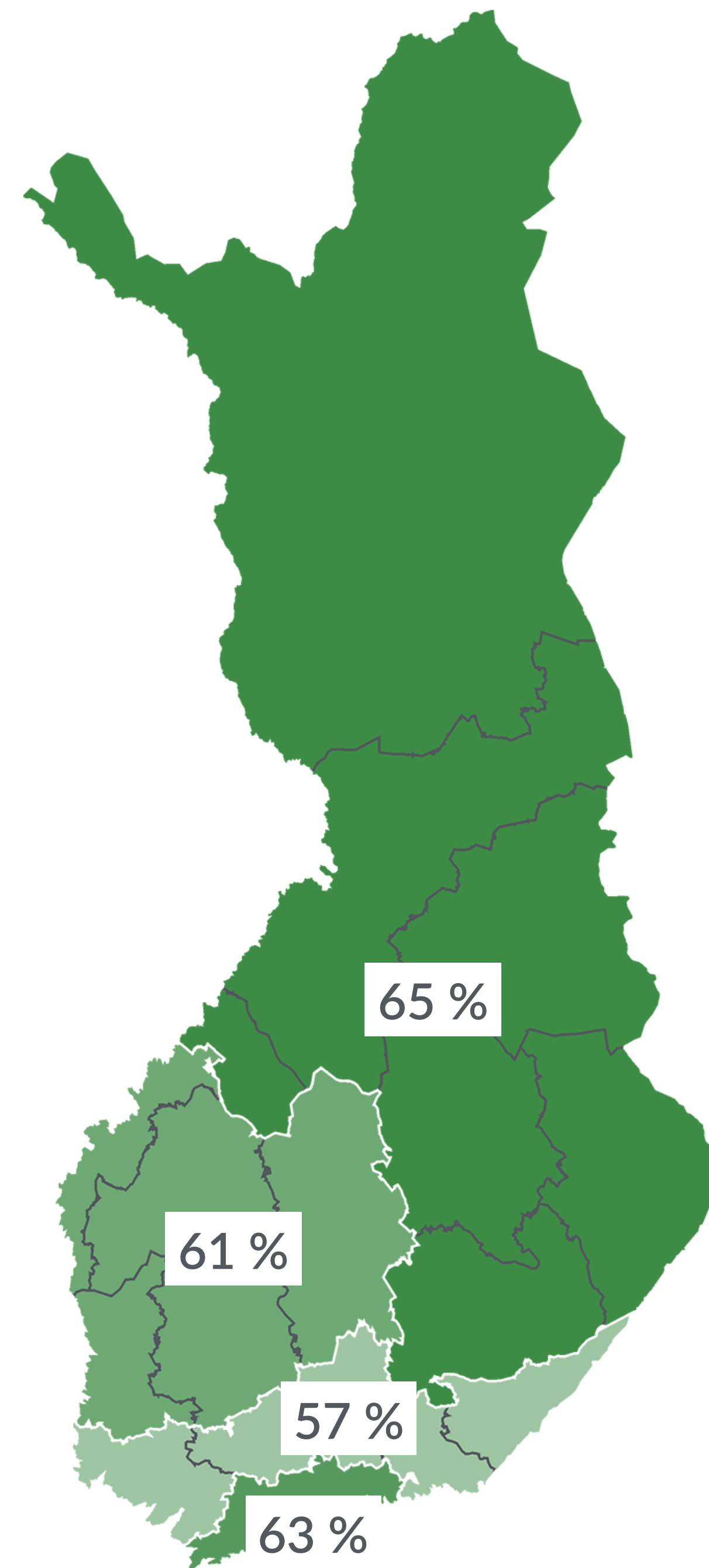
- Entrepreneurs 71 %
- White collar workers 65 %
- Blue collar workers 59 %

Income per household:

- More than 67,5 k€ 66 %
- 27-67,5 k€ 65 %
- Less than 27 k€ 51 %

Age:

- Over 60 years old 77 %
- 18-29 years old 63 %
- 50-59 years old 61 %
- 49-49 years old 58 %
- 30-39 years old 56 %



Political party preference (biggest parties):

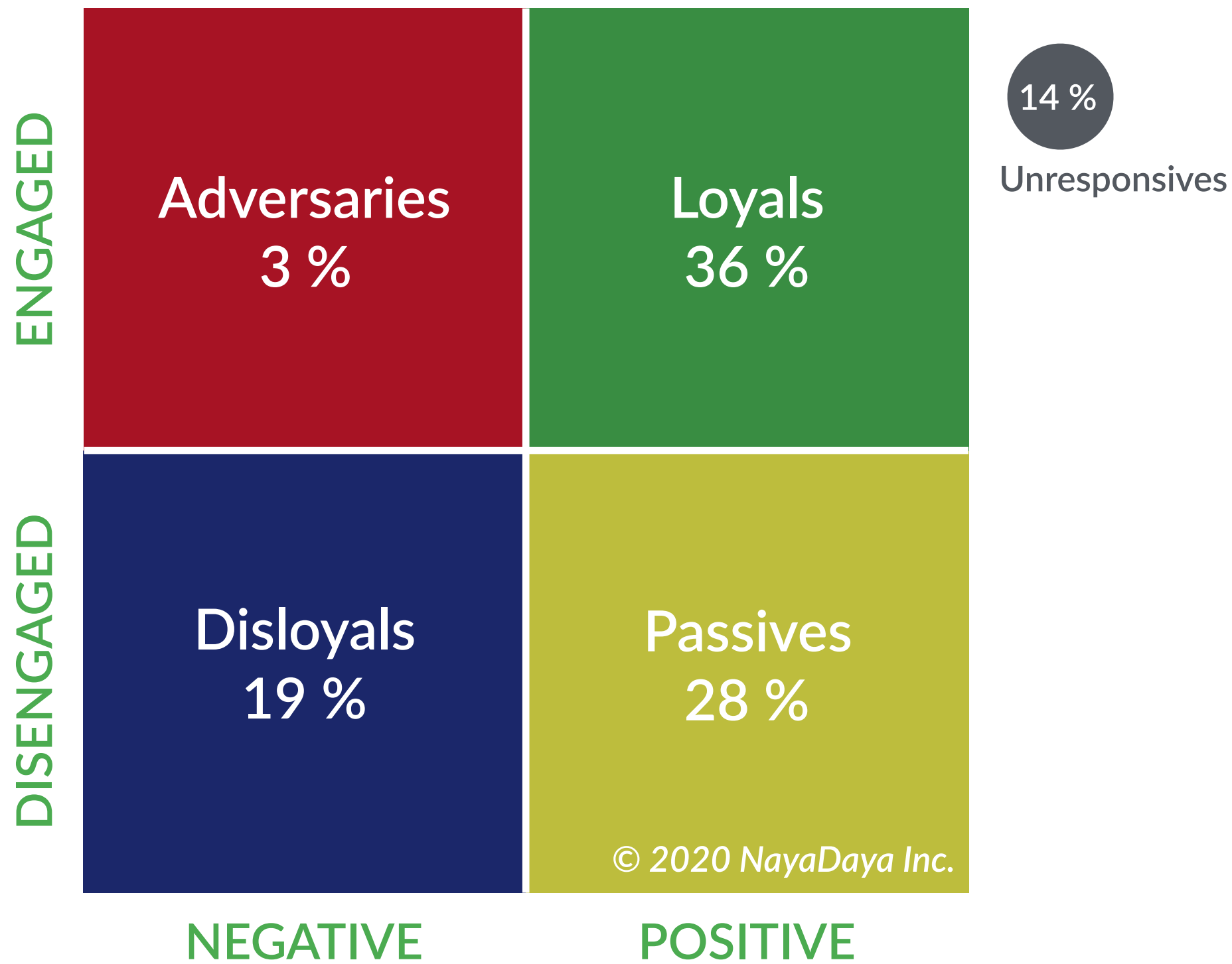
- SDP 81 %
- NCP 64 %
- Finns 62 %
- Ind 60 %
- Cen 55 %
- Green 55 %
- Left 48 %

More positivity

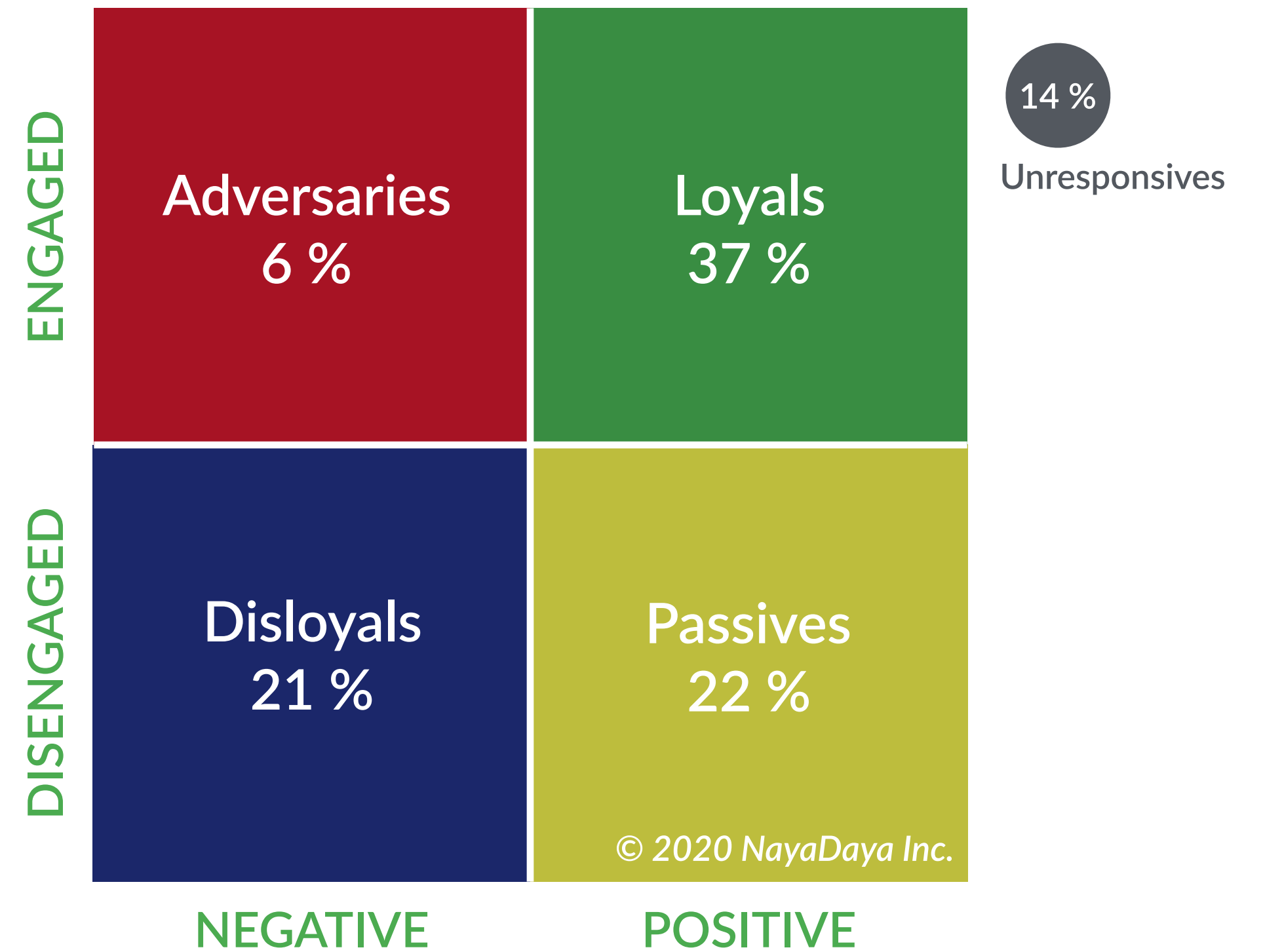
Less positivity

Behavior Matrix – Finns’ Behavior and Engagement Toward Their Own Work

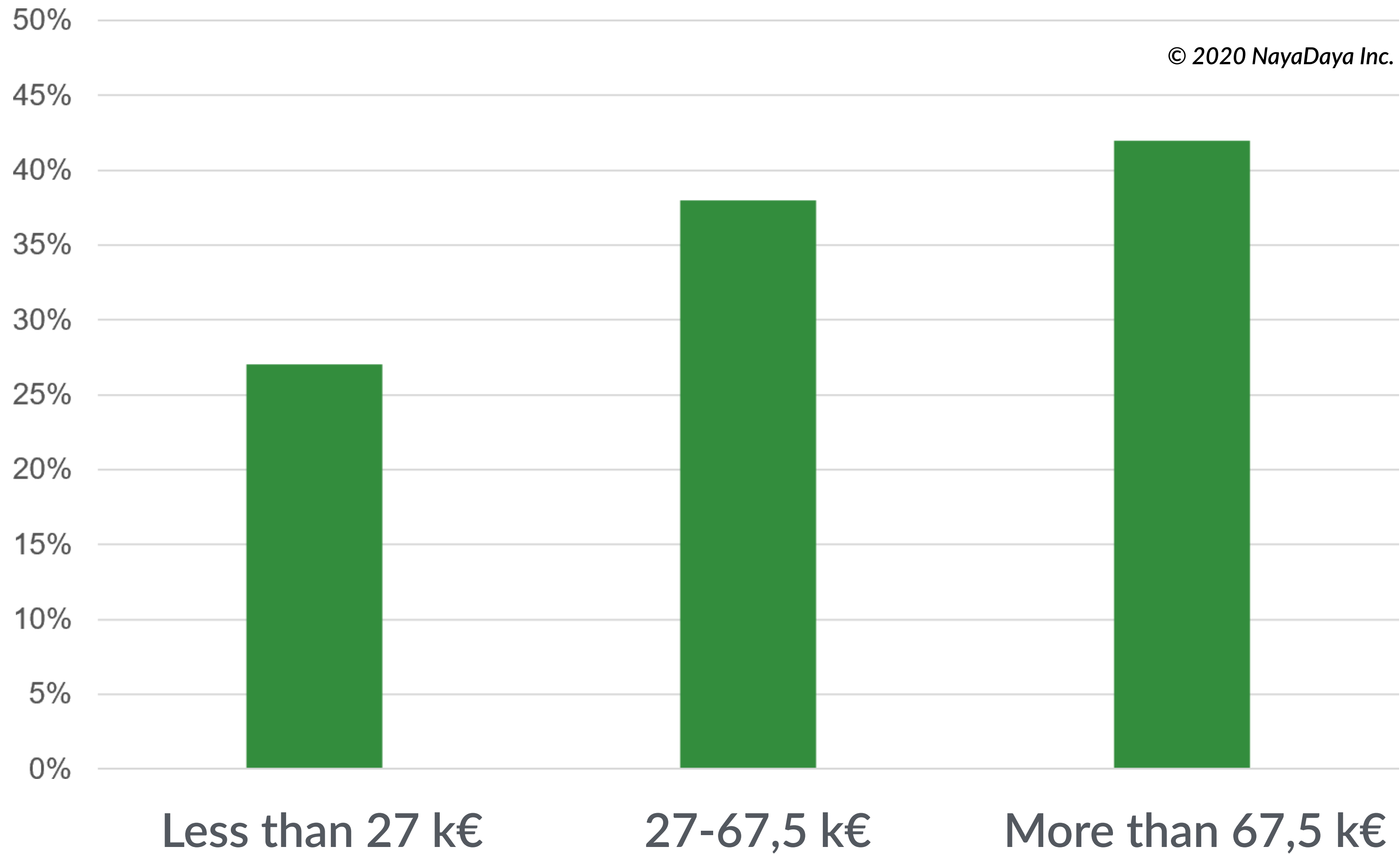
Females in working life



Males in working life

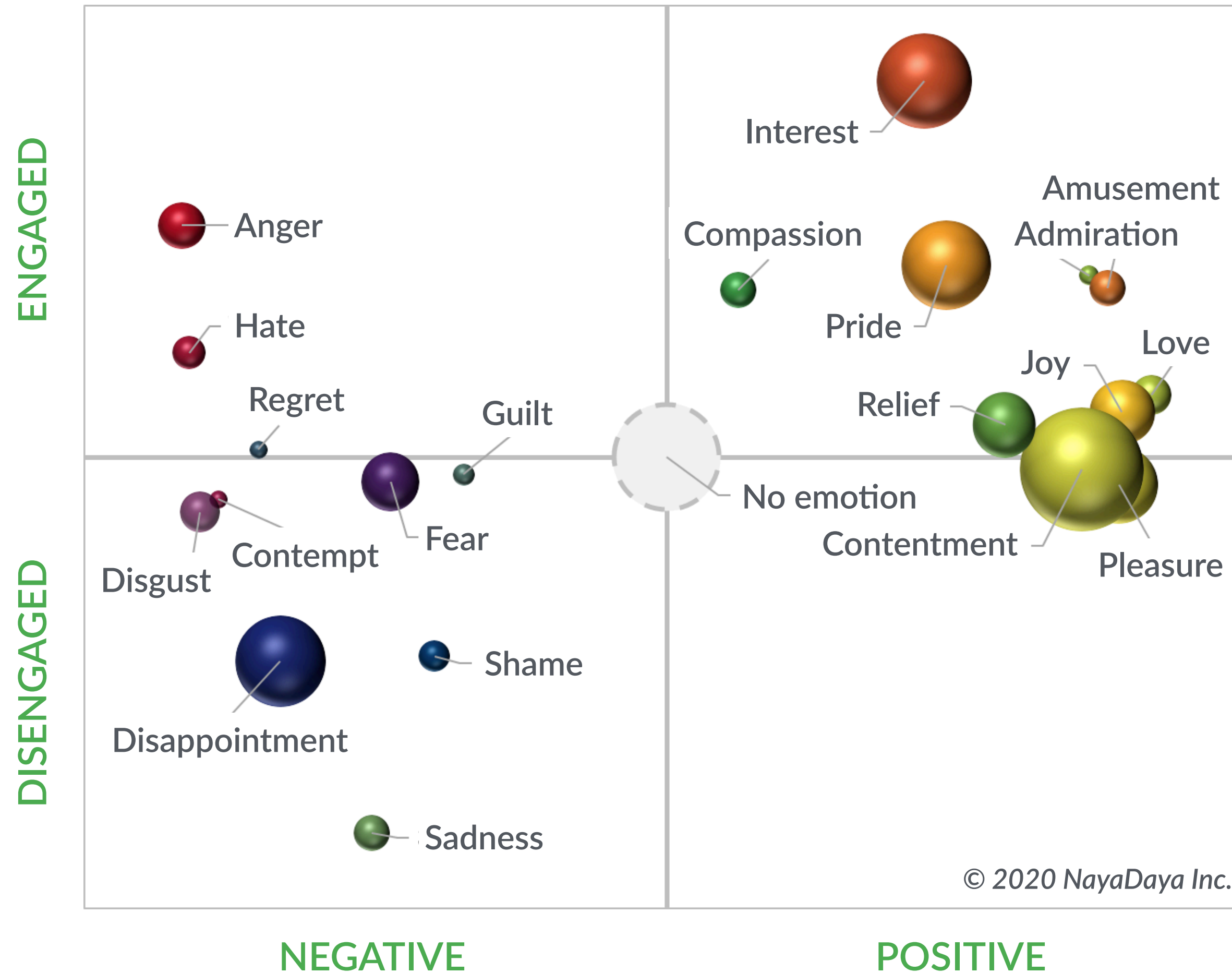


Positive Engagement in One's Own Work by Income^[1]



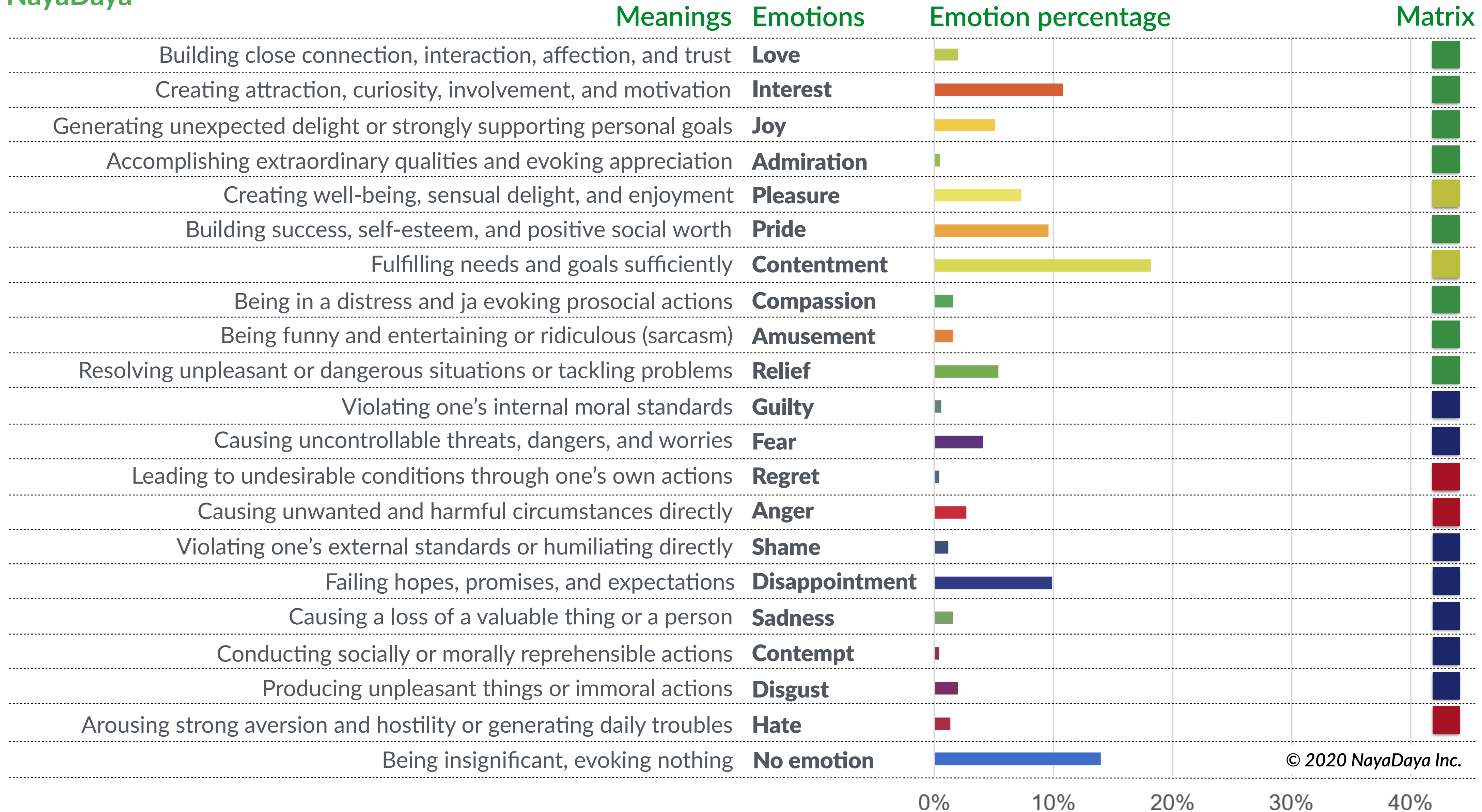
[1] Annual household income of respondents in working life

How Emotions Toward One's Own Work Influence Behavior Among the Respondents in Working Life?



The size of the bubble indicates how often that emotion was chosen

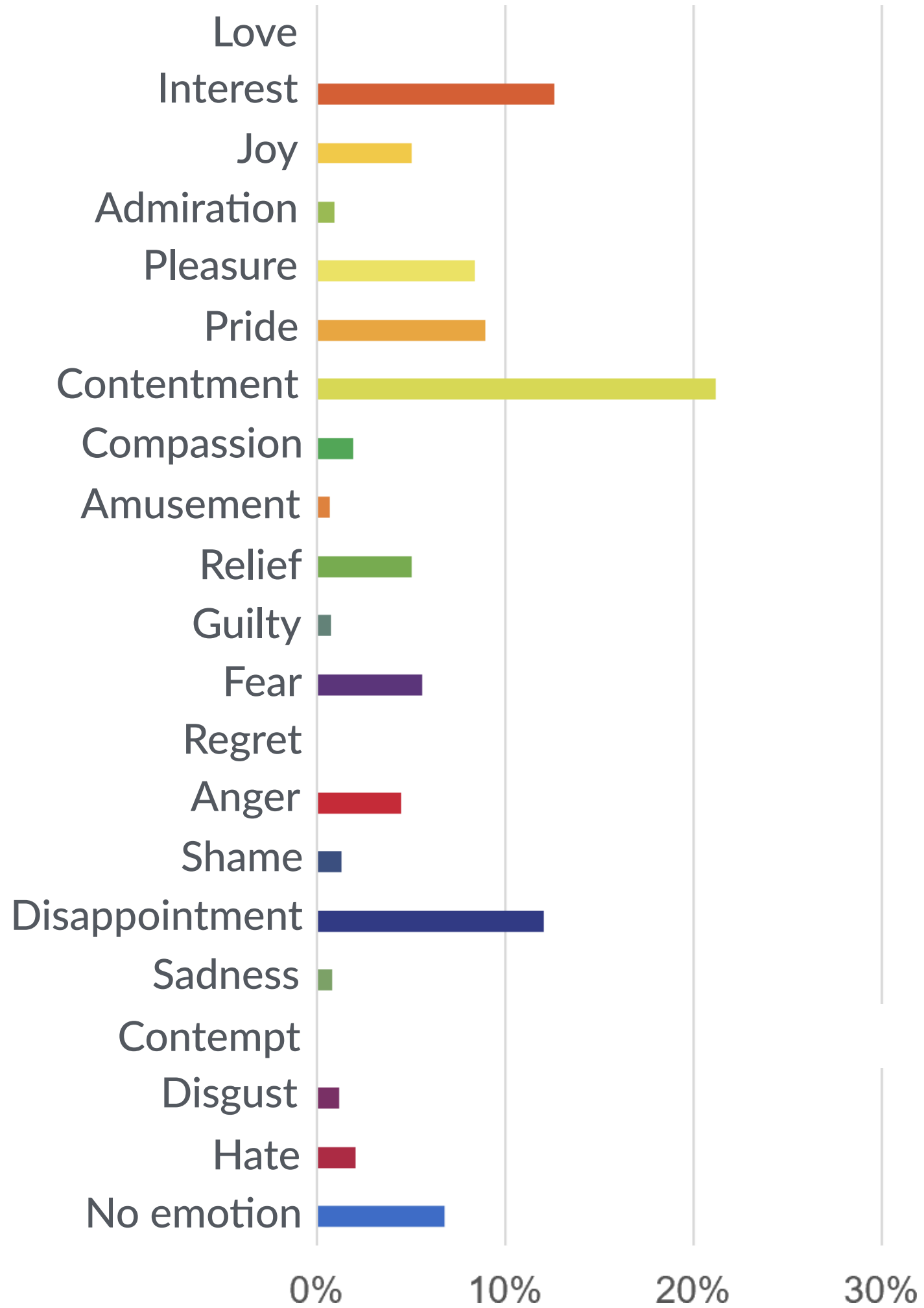
Emotions and Meanings Toward One's Own Work Among the Working Population in Finland



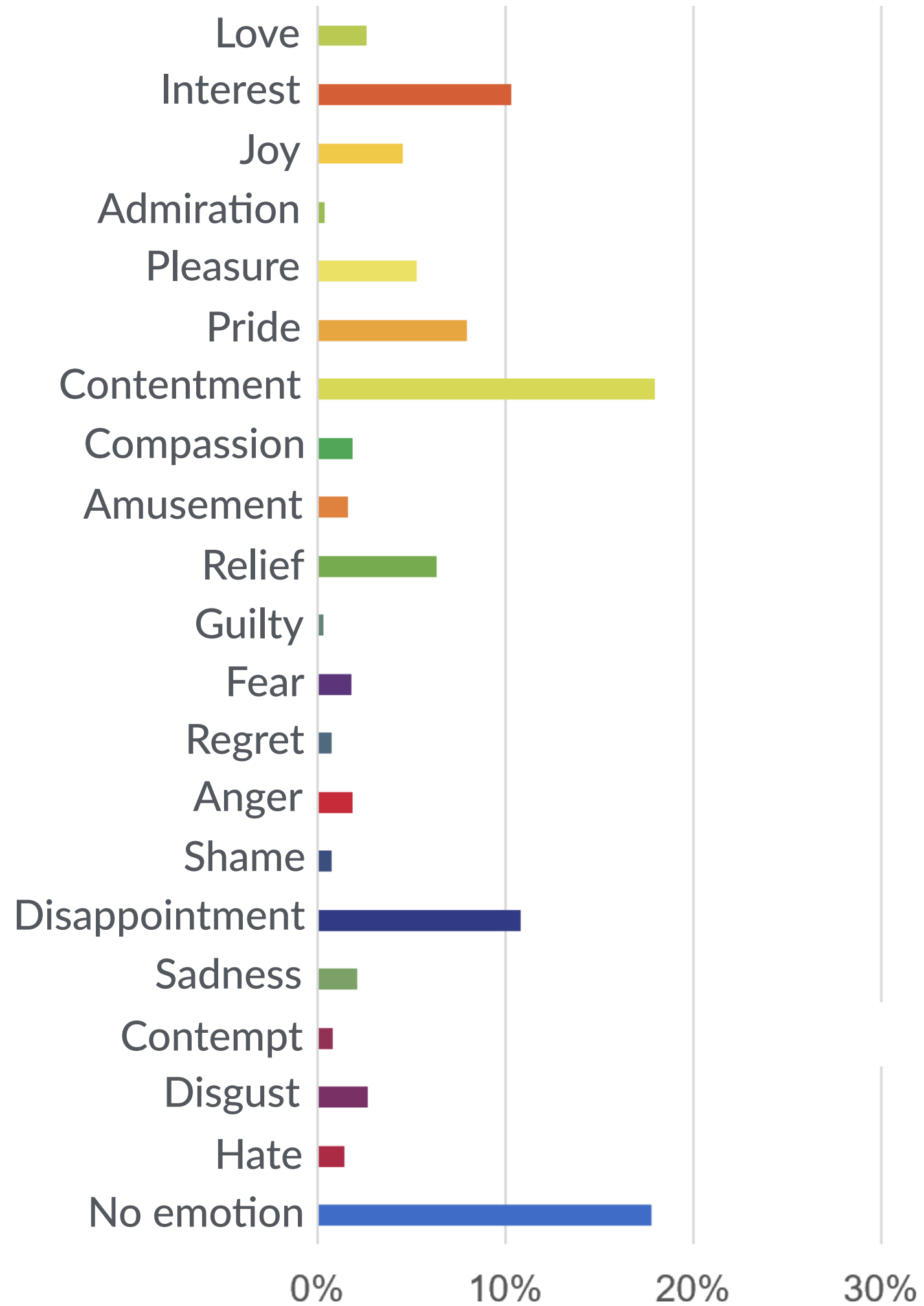


Emotions Toward One's Own Work in Different Professional Fields

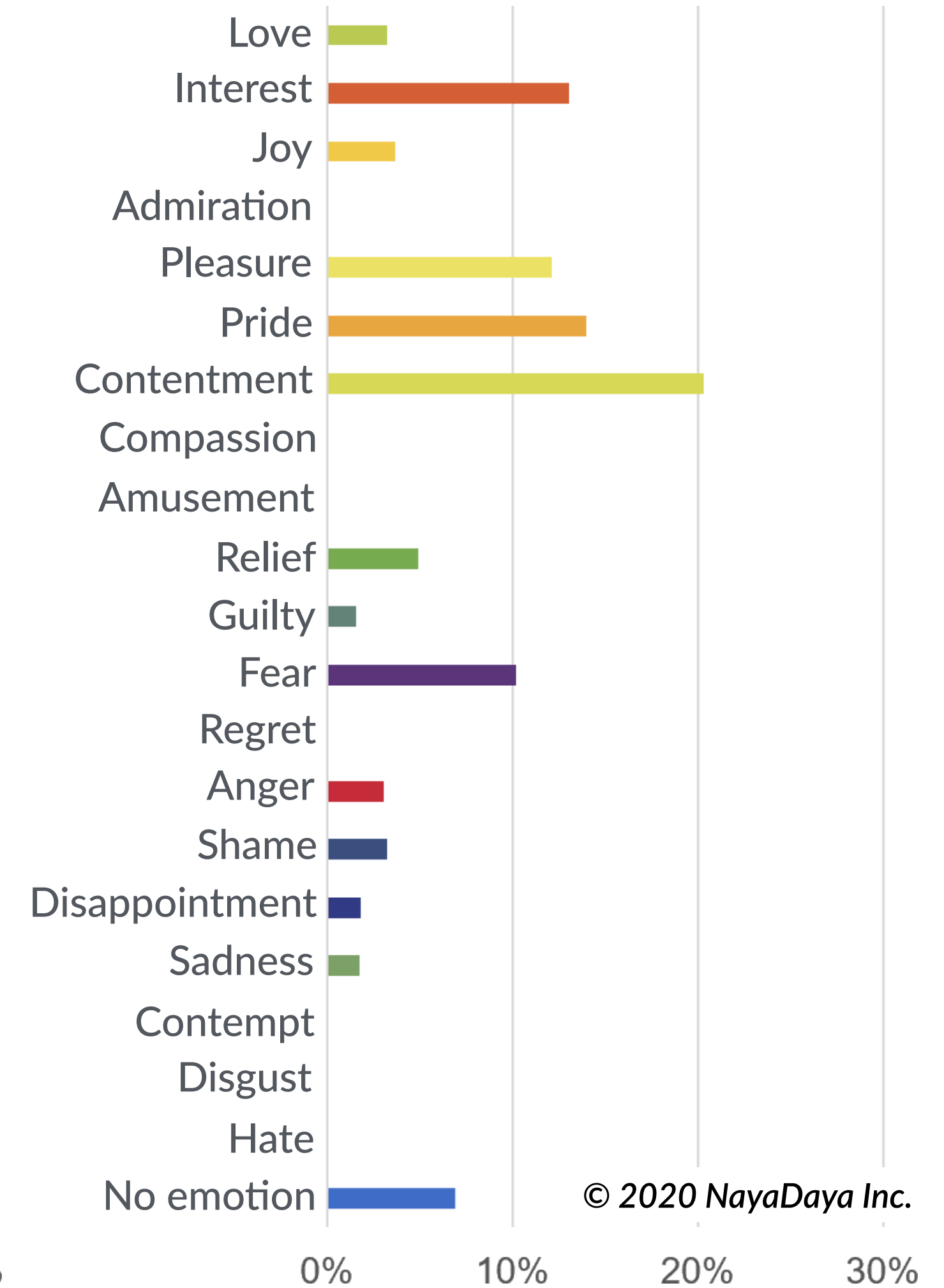
White collar workers



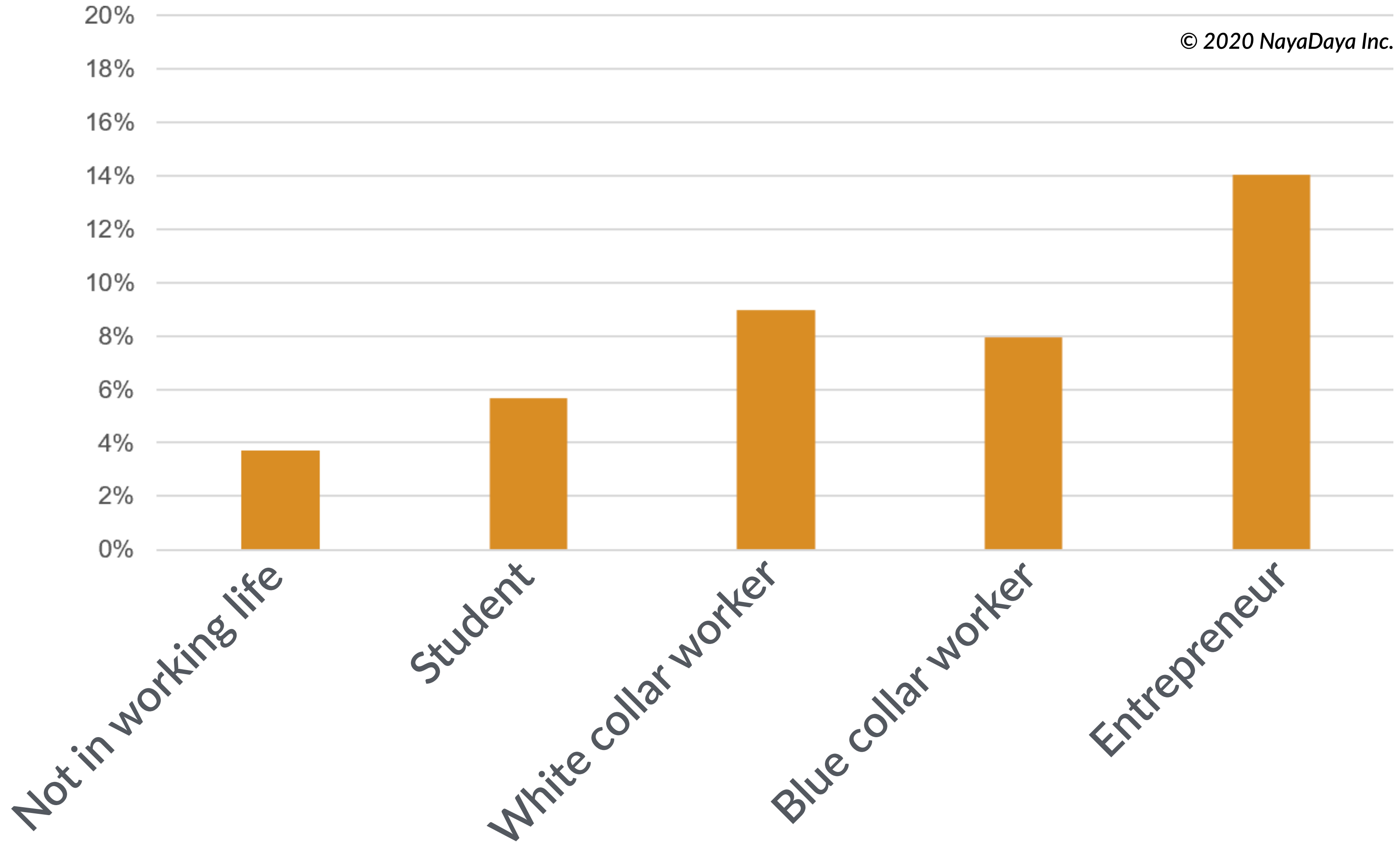
Blue collar workers



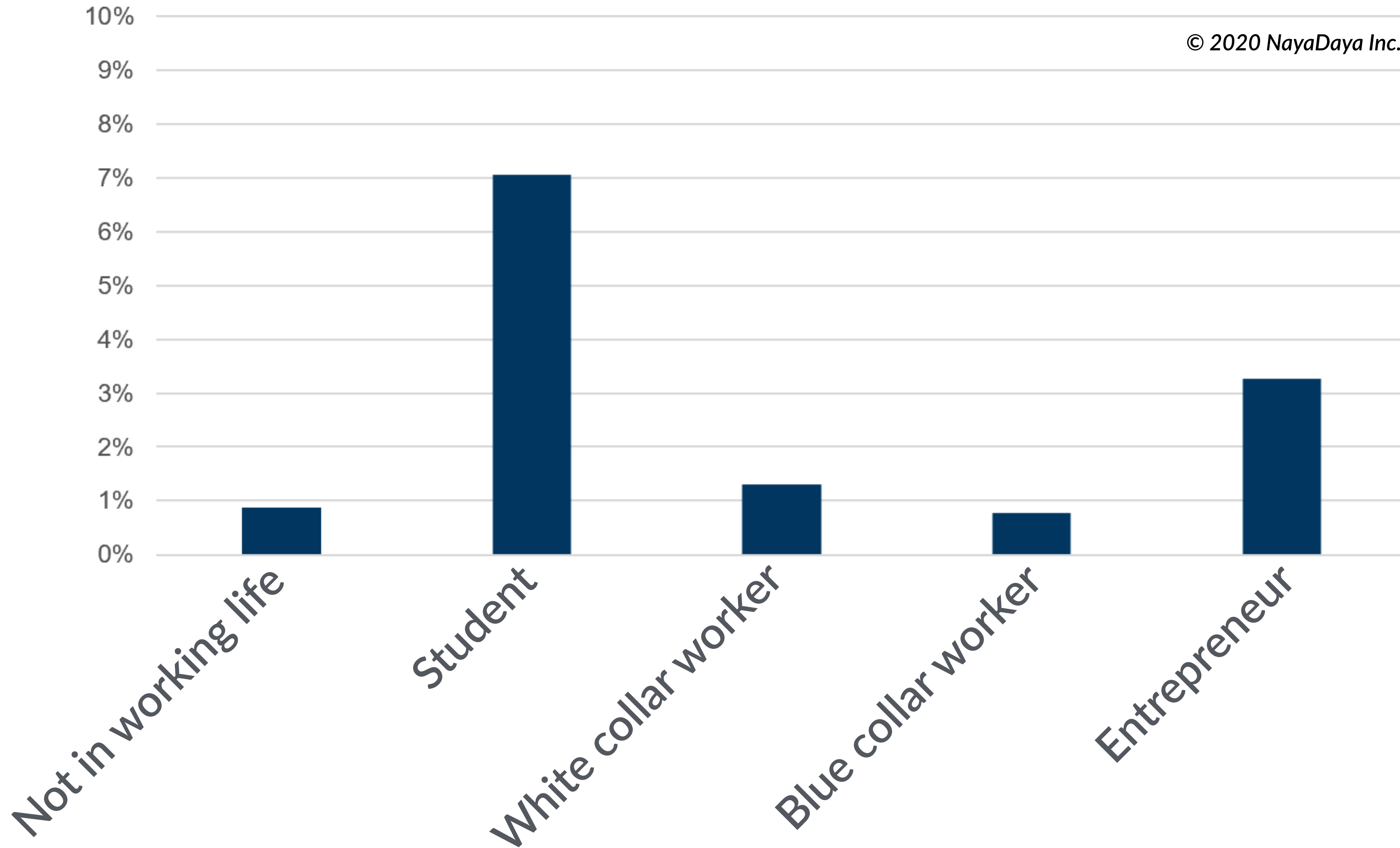
Entrepreneurs



Pride Toward One's Own Work in the Different Professional Fields



Shame Toward One's Own Work in the Different Professional Fields



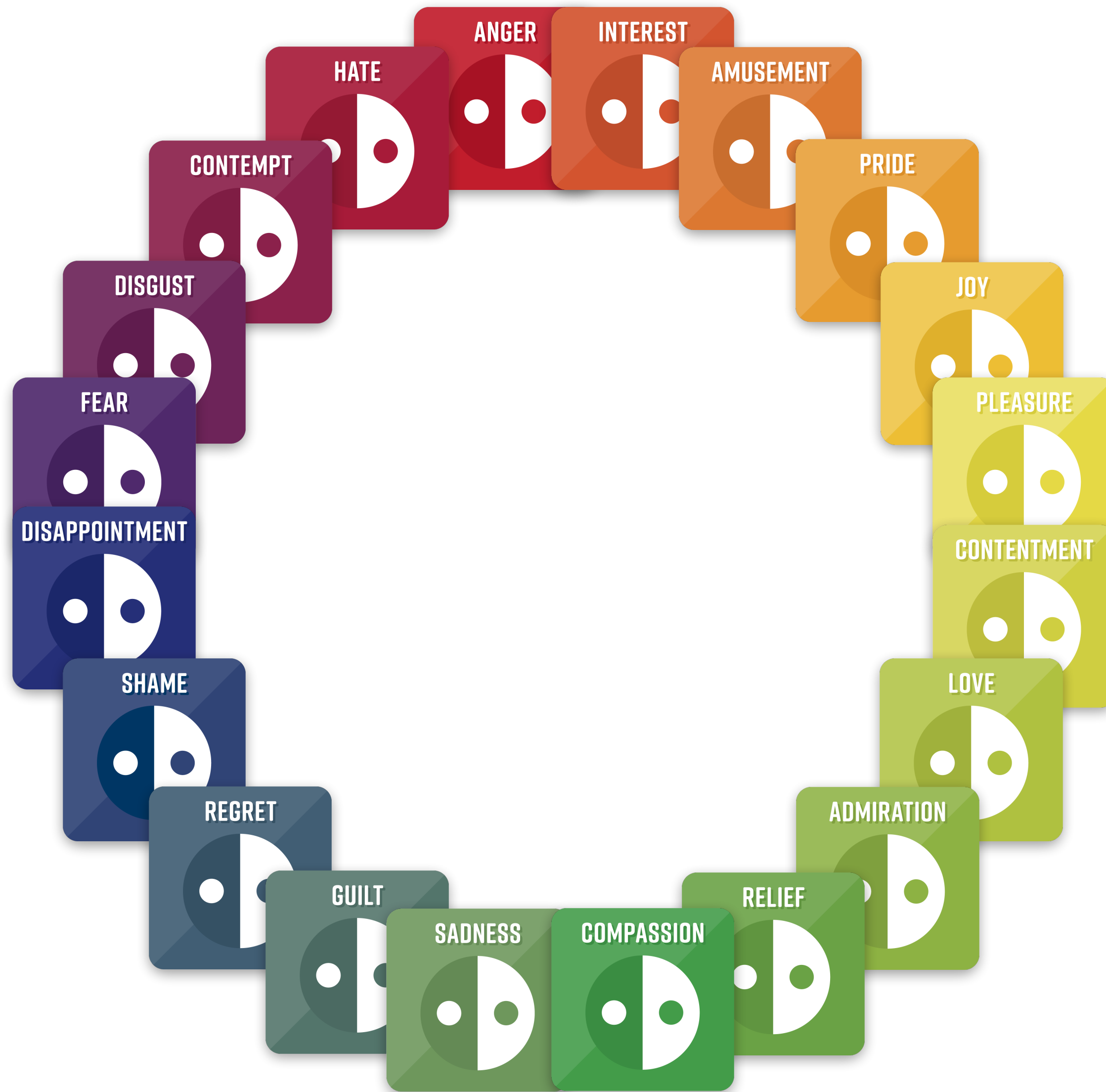
Facts About the Study

- Emotion data was collected through the YouGov online panel from November 25 to November 27, 2020
- The quota sampling was implemented on the basis of age, gender, and geographic location to represent the Finnish adult population
- For the overall results (N=1002) the margin of error is $\pm 2,8$ percentage points
- Variables: Gender, age, region, family lifecycle, urbanization, income, profession, education, social networks, and political party preference
- The data was analyzed with the NayaDaya® Empathy Analytics, based on scientific theory^[1], research^[2], and algorithm^[3]

[1] Scherer, K.R., Fontaine, J.R.J., & Soriano, C. (2013). Components of Emotional Meaning. Oxford University Press.

[2] Pre-existing scientific research independently conducted and published by the Geneva Emotion Research Group at the University of Geneva.

[3] The Emotional Value Index (EVI) algorithm developed by NayaDaya Inc.



Survey Method

The question to respondents: “How do you feel about your own work?”

The model of emotional experiences with 20 emotion choices is based on the research by the University of Geneva, Switzerland^[1].

[1] Pre-existing scientific research independently conducted and published by the Geneva Emotion Research Group at the University of Geneva.



Study Series: Finland Through the Eyes of Empathy

The goal of this study series is to strengthen empathy, compassion, and inclusiveness, to understand citizens and to cultivate their well-being.

Part 1: Finland – published Dec 4, 2020

- Finland's independence
- Finland's future

Part 2: The pillars of one's own life

- Personal work – Dec 30, 2020
- Personal finances – Jan 2021
- Personal health – Jan 2021

Part 3: Global crises

- Finland's response to the Covid-19 pandemic – Jan 2021
- Finland's response to the climate change – Jan 2021

We predict behavior, engagement, and involvement with the scientific empathy analytics. We produce data and insight to support public dialog, social impact, and sustainable change.

Organizations Behind the Study Series

NayaDaya: Finnish empathy analytics company, exploring how emotions and behavior interact with phenomena and brands.

YouGov: An international research data and analytics group with global online panels of over 11 million members.

Statista: A leading data powerhouse, which publishes and distributes our results on its global channels.

S Group supports the implementation of the study.



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We empower global community to see and engage people through the eyes of empathy.