

Finland Through the Eyes of Empathy

The first part of the study series: Citizens' emotions and engagement toward Finland's independence and future

Dec 4, 2020 | Conducted by



YouGov®

statista 

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Key Findings

Finland's independence

- Almost 80 % of Finnish citizens experience positive emotions, especially pride (42 %)
- Pride is more typical among the right than the left
- Based on emotions, more than 60 % of Finns are participants in terms of their behavior

Finlands' future

- The nation is divided: The most common emotions are fear (23 %) and interest (20 %)
- Women (28 %) are more afraid than men (19 %)
- Fear is more widespread among opposition than among supporters of the government parties
- Interest is more common among entrepreneurs than among other occupational groups
- In general, emotions predict more negative and disengaged (37 %) than positive and engaged (34 %) behavior

Irrelevance

- About 15 % of Finns feel that both independence and the future of their country are insignificant – they do not arouse any feelings among the respondents

What do Pride, Fear, and Interest Tell Us?



Pride toward Finland's independence speaks of events that build success, self-esteem, and social value, which dominate the experiences of citizens and engage Finns in fostering their independence.

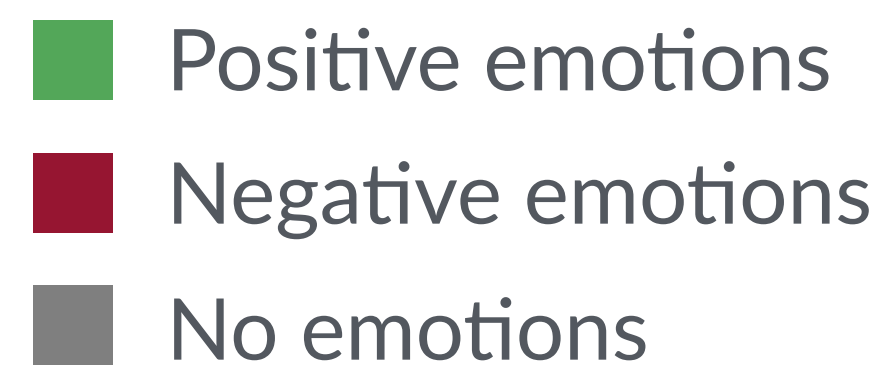
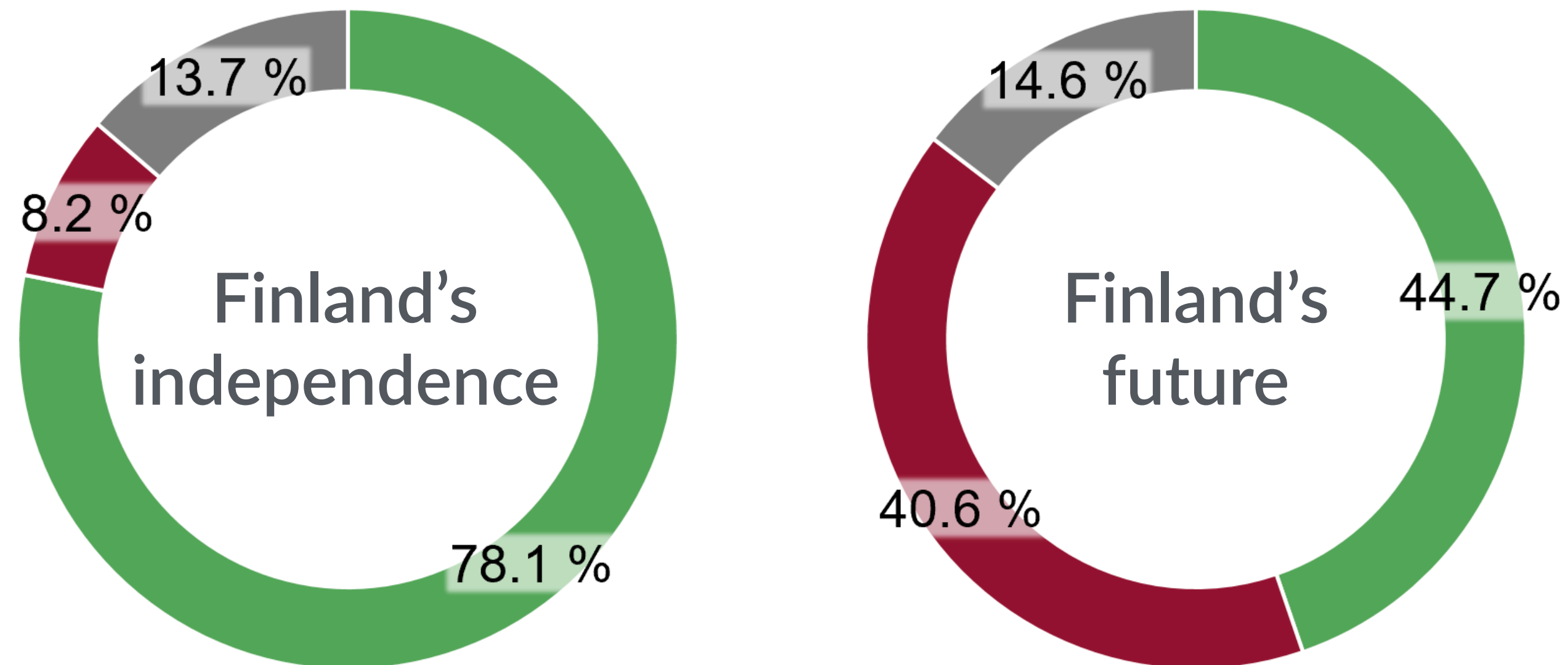


Fear toward the future of Finland indicates uncontrollable threats, worries, and dangers, which distress citizens and lead to stagnating, withdrawing, or offensive behavior – the future is not in Finns' own hands.



Interest toward the future of Finland implies attractive, curiosity arousing, and controllable opportunities, which engage and motivate citizens to take action – the future is in Finns' own hands.

Positive and Negative Emotions Toward Finland's Independence and Future



Emotional Value of Finland's Independence and Future

EVI value (Emotional Value Index) predicts positive, engaged, and prosocial behavior among citizens on the scale of 0-100

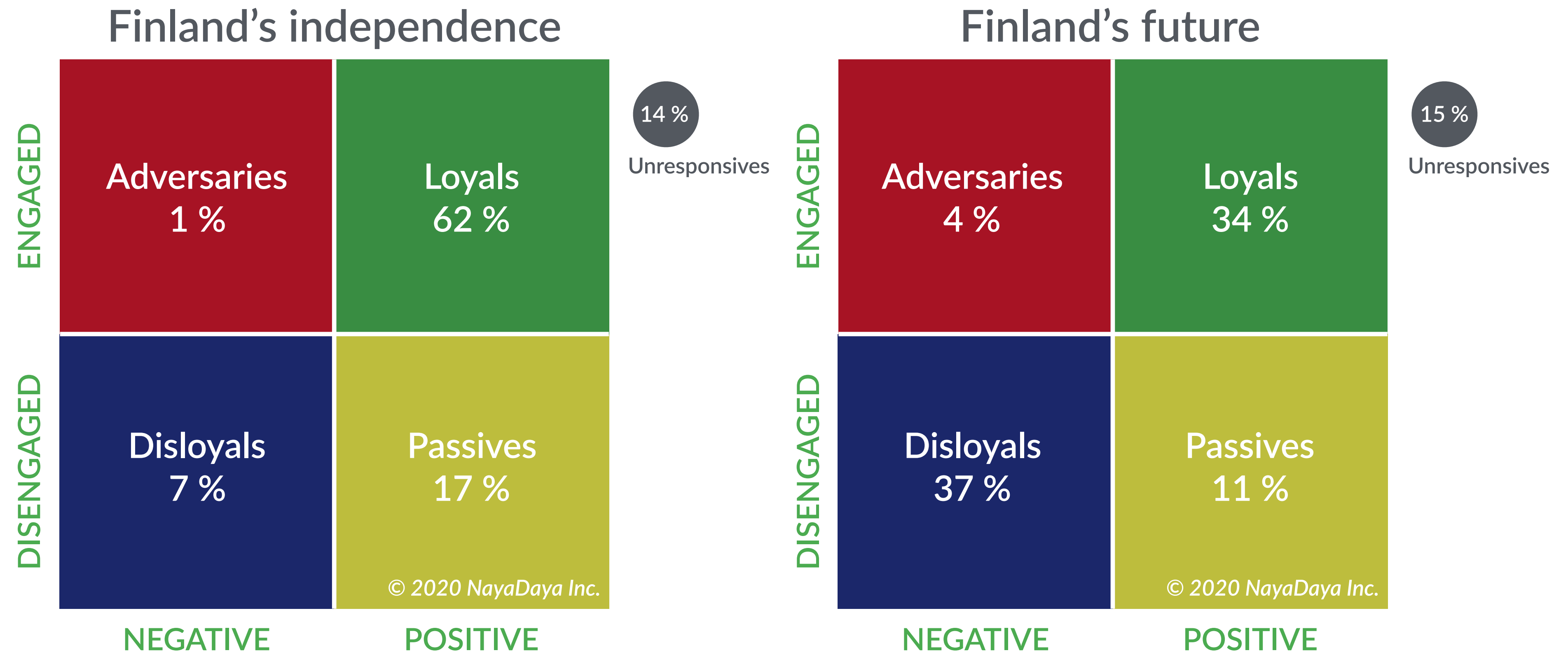


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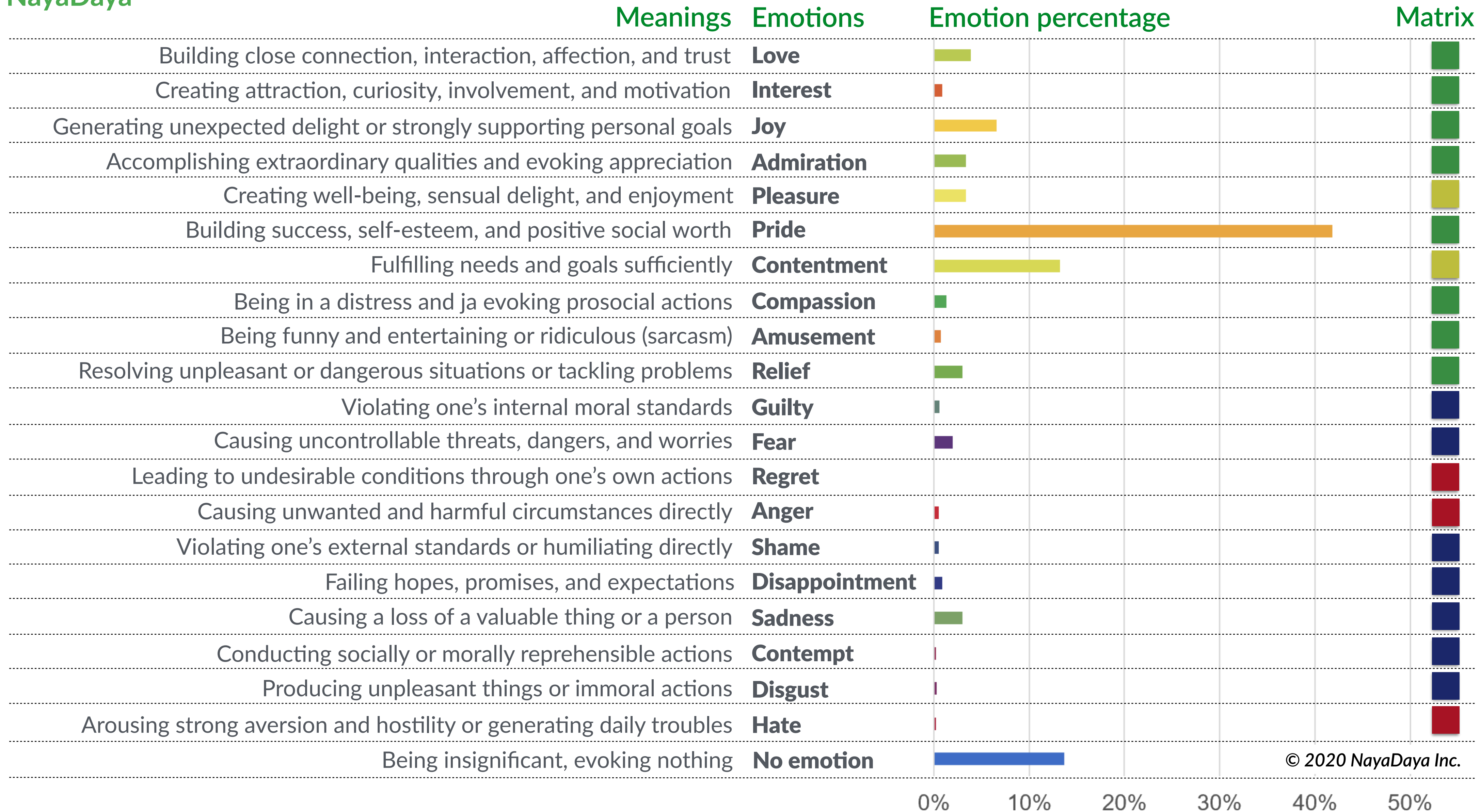


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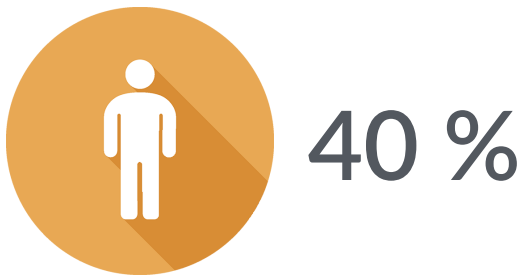
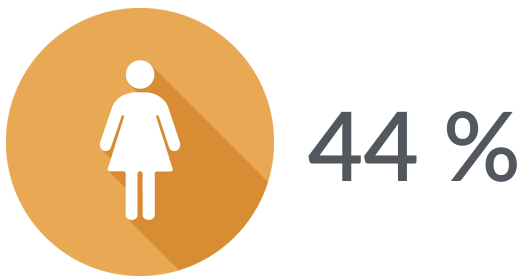
Behavior Matrix – How Finland’s Independence and Future Influence Behavior and Engagement?



Emotions and Meanings – Finland's Independence



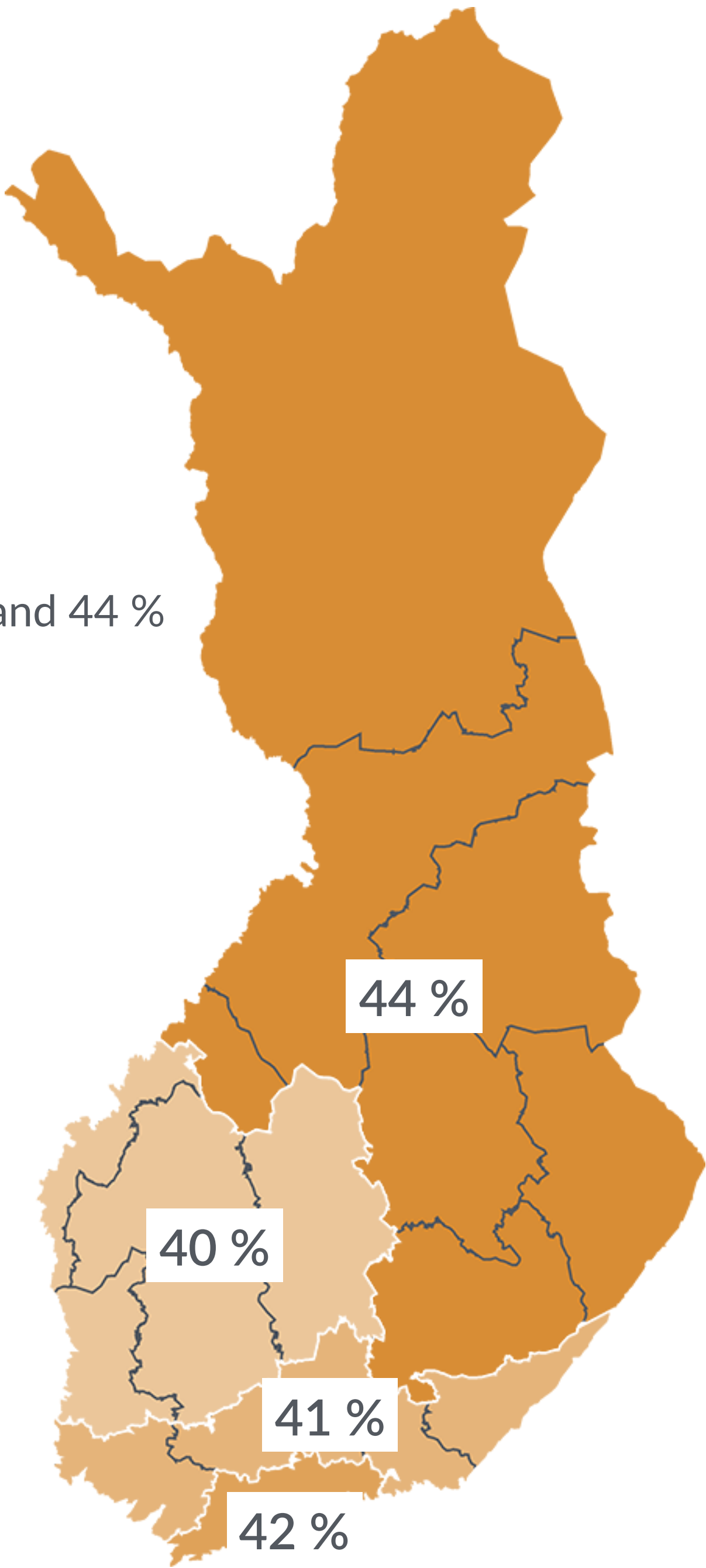
Citizens' Pride in Finland's Independence – Subgroups



Major regions:
Northern and Eastern Finland 44 %
Helsinki-Uusimaa 42 %
Southern Finland 41 %
Western Finland 40 %

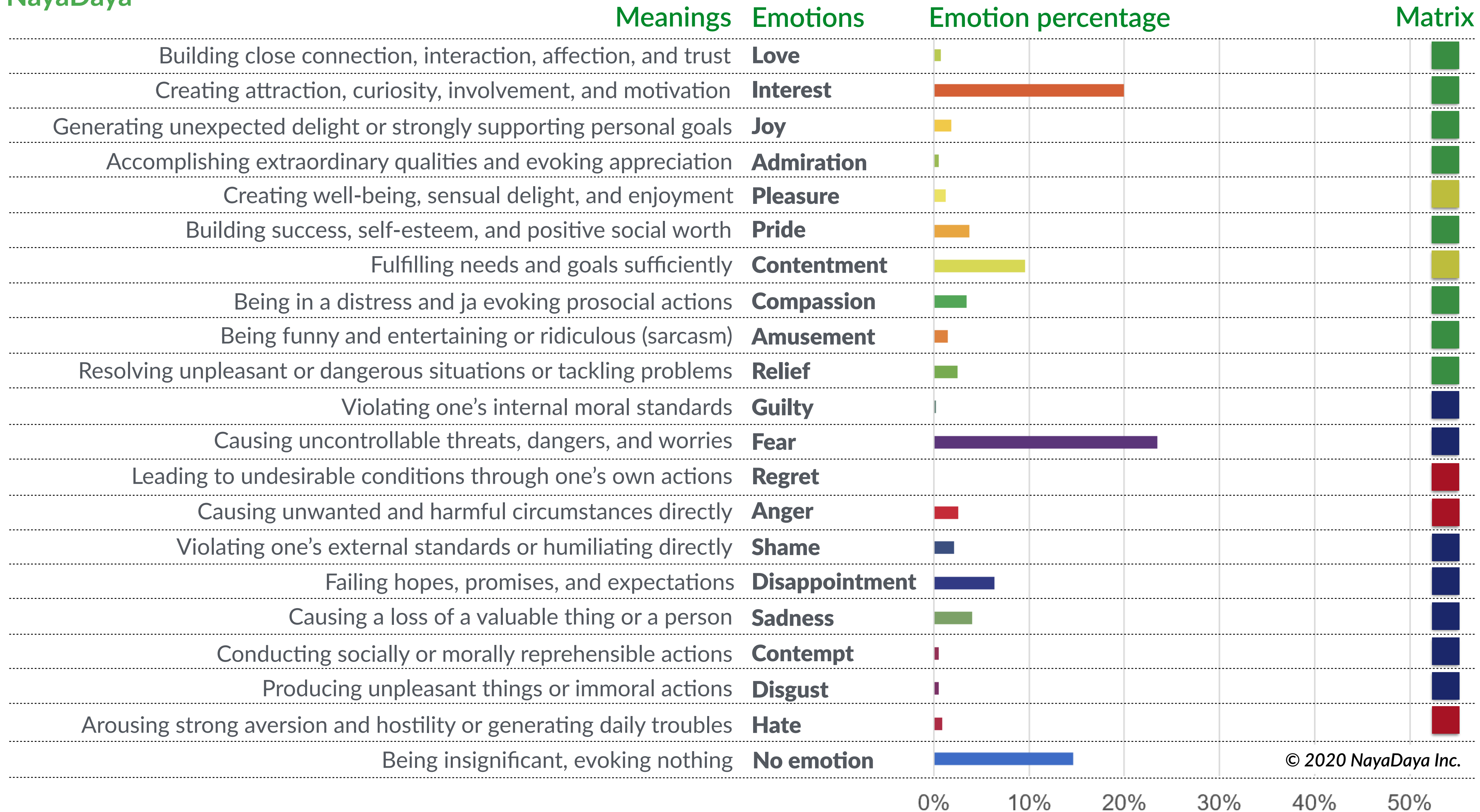


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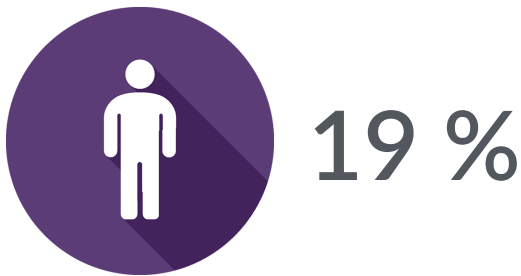
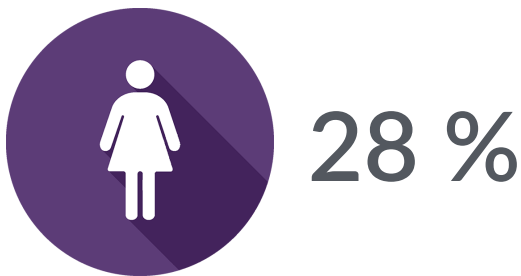


Political party preference:
NCP 56 %
SPP 49 %
Finns 47 %
Green 45 %
Cen 45 %
Ind 40 %
CD 38 %
SDP 38 %
MN 32 %
Left 23 %

Emotions and Meanings – Finland's Future



Citizens' Fear of Finland's Future – Subgroups

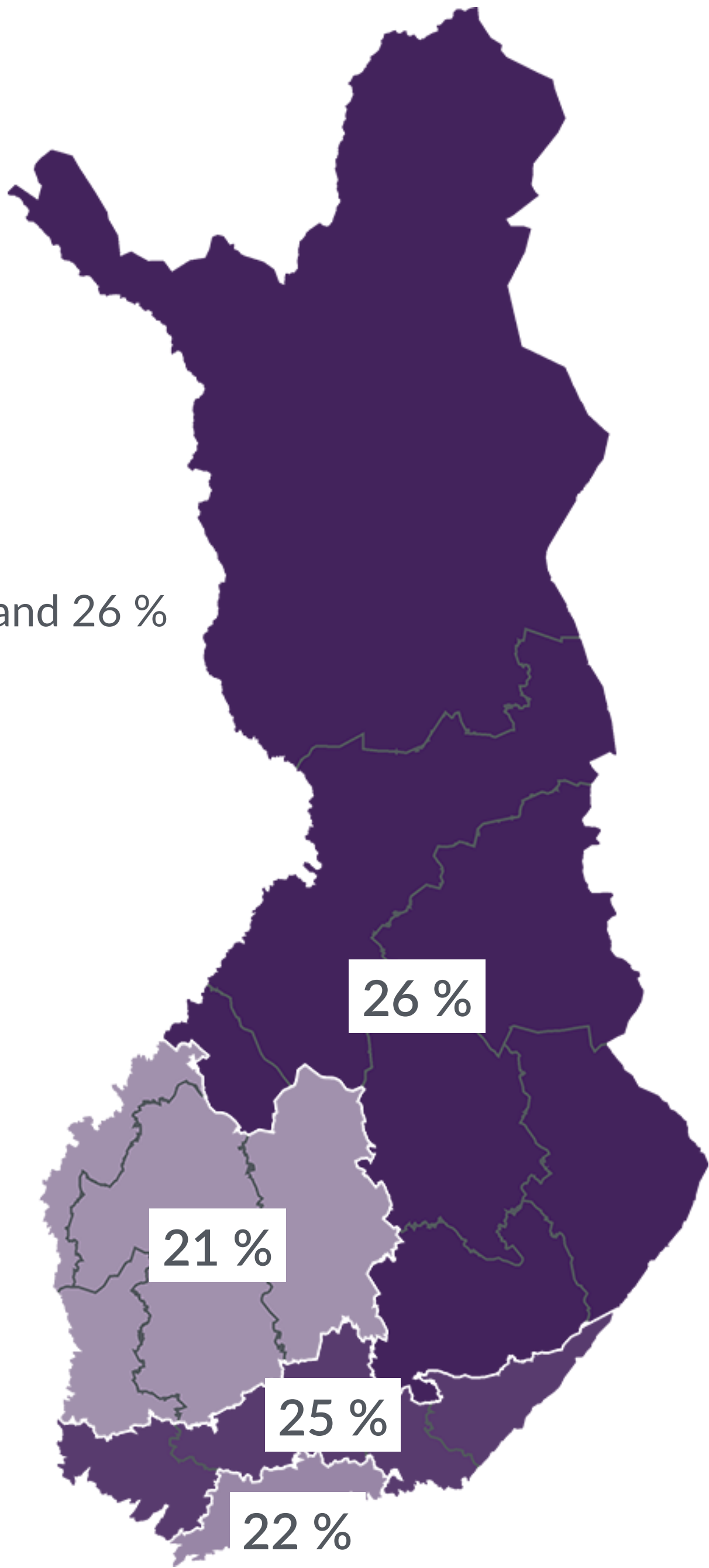


Major regions:

- Northern and Eastern Finland 26 %
- Southern Finland 25 %
- Helsinki-Uusimaa 22 %
- Western Finland 21 %



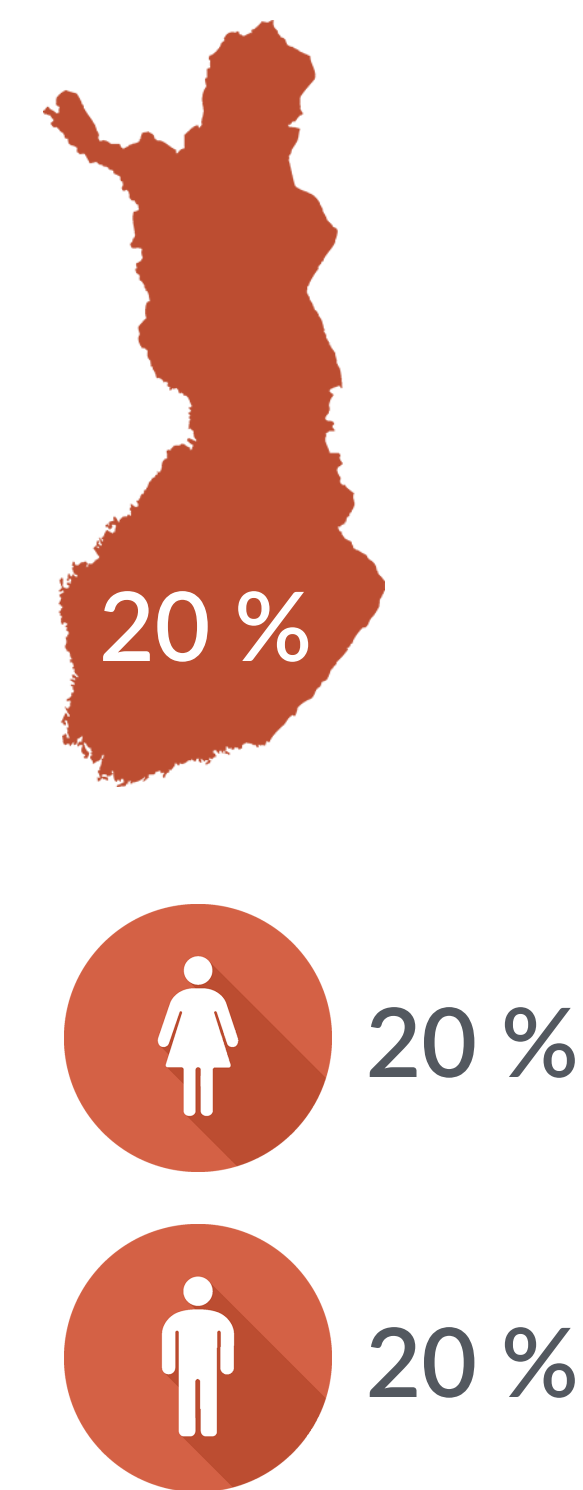
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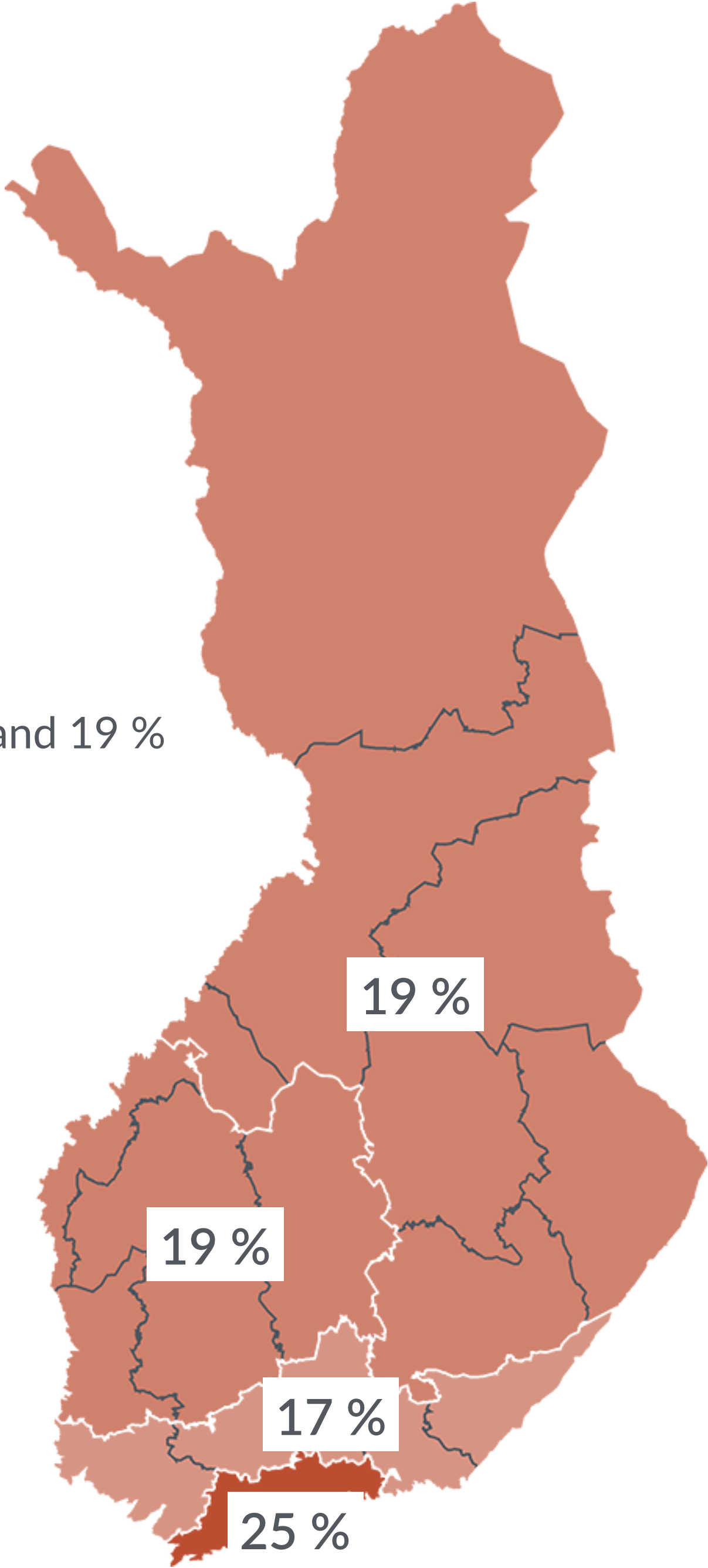
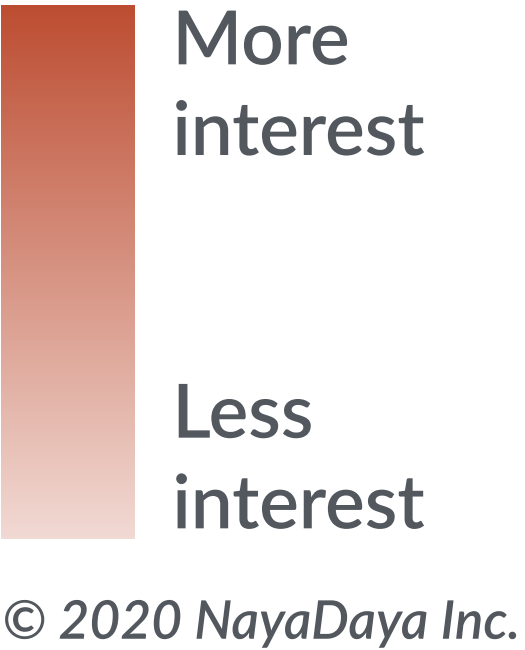
Political party preference:

- CD 36 %
- MN 30 %
- Finns 28 %
- NCP 25 %
- Left 23 %
- SPP 23 %
- Green 22 %
- SDP 19 %
- Ind 19 %
- Cen 18 %

Citizens' Interest in Finland's Future – Subgroups



Major regions:
Helsinki-Uusimaa 25 %
Western Finland 19 %
Northern and Eastern Finland 19 %
Southern Finland 17 %



Political party preference:
SPP 39 %
Cen 30 %
Green 29 %
NCP 26 %
SDP 23 %
Ind 23 %
Left 18 %
CD 13 %
Finns 12 %
MN 0 %

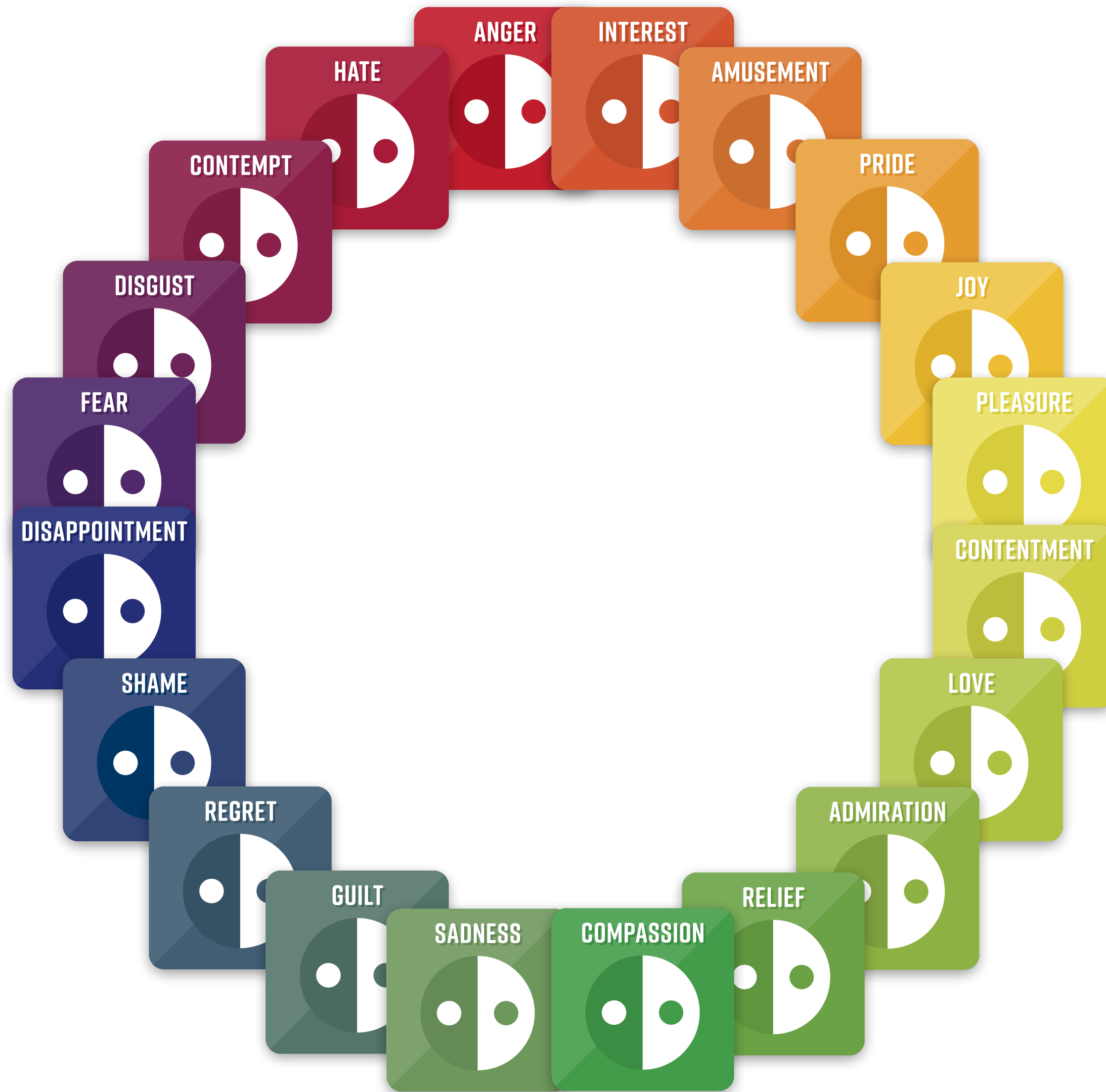
Facts About the Study

- 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.



Questions Presented to Finnish Citizens

- How do you feel about the independence of Finland?
- How do you feel about the future of Finland?

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

As Finland celebrates Independence Day in the midst of a global crisis, we want to strengthen empathy, compassion, and inclusiveness, to understand citizens and to cultivate their well-being.

Part 1: Finland – release Dec 4, 2020

- Finland's independence
- Finland's future

Part 2: The pillars of one's own life – release Dec 12, 2020

- Personal work
- Personal finances
- Personal health

Part 3: Global crises – release Jan 13, 2021

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

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.

NayaDaya, YouGov, and Statista studied the U.S. presidential election in September and October 2020 with the same method. Through emotions and behavior, the results indicated the strong polarization among the U.S. voters as well as the victory of Joe Biden.



Further Information

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