

Tabulās ir rezultāti par tiem apgalvojumiem, kuros konstatētas statistiski nozīmīgas atšķirības ( $p < .005$ ) starp Latviju un Ukrainu. Patrādāju ar krāsām, lai būtu vieglāk: **Pelēks/Gray- No difference** – nav statistiski nozīmīgu atšķirību, netērēju laiku skaitļu rakstīšanai, bet skaitļi programmā ir; **Sarkanīgs/Reddish – more often** – šīs valsts respondent apgalvojumam piekrīt biežāk; **Zils/Blue-seldom** – šīs valsts respondent apgalvojumam retāk piekrīt.

Code	CULTURAL VALUES SCALE (CVSCALE) Statement	p	Mean Rank	
			Latvia	Ukraine
<b>POWER DISTANCE</b>				
PD1	People in higher positions should make most decisions without consulting people in lower positions			
PD2	People in higher positions should not ask the opinions of people in lower positions too frequently			
PD3	People in higher positions should avoid social interaction with people in lower positions			
PD4	People in lower positions should not disagree with decisions by people in higher positions.			
PD5	People in higher positions should not delegate important tasks to people in lower positions			
<b>UNCERTAINTY AVOIDANCE</b>				
UA1	It is important to have instructions spelled out in detail so that I always know what I'm expected to do	.000	576.27	478.89
UA2	It is important to closely follow instructions and procedures	.031	536.32	491.32
UA3	Rules and regulations are important because they inform me of what is expected of me	.000	585.95	475.88
UA4	Standardized work procedures are helpful	.000	590.98	474.32
UA5	Instructions for operations are important	.003	548.39	487.57
<b>COLLECTIVISM</b>				
CO1	Individuals should sacrifice self-interest for the group (either at school or the work place)	.000	567.43	481.65
CO2	Individuals should stick with the group even through difficulties	.000	573.44	479.78
CO3	Group welfare is more important than individual rewards	.012	461.47	514.61
CO4	Group success is more important than individual success	.008	459.16	515.33
CO5	Individuals should only pursue their goals after considering the welfare of the group	.001	448.33	518.70
CO6	Group loyalty should be encouraged even if individual goals suffer			
<b>MASCULINITY</b>				
MA1	It is more important for men to have a professional career than it is for women			
MA2	Men usually solve problems with logical analysis; women usually solve problems with intuition			
MA3	Solving difficult problems usually requires an active, forcible approach, which is typical of men			
MA4	There are some jobs that a man can always do better than a woman			
<b>LONG-SHORT TERM ORIENTATION</b>				
LTO1	Careful management of money (Thrift)	.000	580.78	477.49
LTO2	Going on resolutely in spite of opposition (Persistence).	.004	547.95	487.70
LTO3	Personal steadiness and stability.			
LTO4	Long-term planning.			
LTO5	Giving up today's fun for success in the future.	.003	454.54	516.77
LTO6	Working hard for success in the future	.000	442.85	520.40

## ANKETAS “KULTŪRAS VĒRTĪBU SKALA” REZULTĀTI

### Cultural values scale

Yoo, B., Donthu, N., & Lenartowicz, T. (2011). Measuring Hofstede's five dimensions of cultural values at the individual level: Development and validation of CVSCALE. *Journal of International Consumer Marketing*, 23(3-4), 193-210. doi:10.1080/08961530.2011.578059

**Respondents: total 238, women 204, 184 students, 54 educators**

Pētījuma bāzi veido **238** respondenti – Latvijas augstskolu studenti un docētāji, tostarp 33 vīrieši un 204 sievietes, 1 respondenti dzimumu nenorāda. 184 respondenti ir studenti, 54 – docētāji.

Respondentiem ir dažāds vecums: 85 respondenti ir vecumā no 18 līdz 25 gadiem, 57 respondenti no 26 līdz 35 gadiem, 26 respondenti no 36 līdz 45 gadiem, 11 respondenti no 46 līdz 55 gadiem, 25 respondenti vecāki par 55 gadiem. 44 respondenti vecumu neuzrādīja. 184 respondenti pārstāv Latgales reģionu, pārējie – citus Latvijas reģionus.

**Metodology:** Datu ieguvei tika izmantota **B.Yoo, N. Donthu un T Lenartowicz (2011)** izstrādātā „Kultūras vērtību skala”, kurā, izmantojot Likerta skalu, tika veikts novērtējums apgalvojumiem, kas raksturo 5 faktoriem: *Ietekmes distance, Izvairīšanās no nenoteiktības, Kolektīvisms, Vīrišķība un Ilgtermiņa – īstermiņa orientācija*.

Dati tika kodēti un apstrādāti **SPSS 25.0 programmā**. Uzsākot datu apstrādi, tika aprēķināts **Kronbaha alfas koeficients** iekšējās saskaņotības pārbaudei, un iegūtais rezultāts ( **$\alpha = ,874$** ) liecina par labu iekšējo saskaņotību.

Sākotnēji tika analizētas faktoru un katra apgalvojuma vidējās vērtības un atšķirības atkarībā no respondenta profila (dzimums, nodarbošanās). Pēc tam atbilstoši metodikai tika analizēti līmeni, kur atbildes *Pilnībā nepiekritu, Nepiekritu attiecināmas uz zemu līmeni, atbildes Drīzāk nepiekritu, Ne piekritu, ne nepiekritu, Drīzāk piekrītu – uz vidēju līmeni, bet atbildes Piekrītu un Pilnībā piekrītu – uz augstu līmeni*.

Tā kā respondenti pārstāv dažādas vecuma grupas, tika analizētas arī atšķirības atkarībā no vecuma. Atšķirības atkarībā no reģiona netika skatītas, jo 77,3 % respondentu pārstāv vienu reģionu un analīzes rezultāti neiezīmētu reģionu atšķirības.

Code	PERSONAL CULTURAL ORIENTATION: Statement	p	Mean Rank	
			Latvia	Ukraine
<b>INDEPENDENCE</b>				
IND 1	I would rather depend on myself than others	.005	478.88	535.25
IND 2	My personal identity, independent of others, is important to me	.008	556.16	503.86
IND 3	I rely on myself most of the time, rarely on others			
IND 4	It is important that I do my job better than others			
IND 5	I enjoy being unique and different from others in many respects			
<b>INTERDEPENDENCE</b>				
INT 1	The well-being of my group members is important for me	.005	478.84	534.59
INT 2	I feel good when I cooperate with my group members			
INT 3	It is my duty to take care of my family members, whatever it takes	.000	571.36	495.06
INT 4	Family members should stick together, even if they do not agree	.000	571.42	496.48
INT 5	I enjoy spending time with my group members			
<b>POWER</b>				
POW 1	I easily conform to the wishes of someone in a higher position than mine			
POW 2	It is difficult for me to refuse a request if someone senior asks me	.001	567.70	498.65
POW 3	I tend to follow orders without asking any questions	.000	574.67	494.49
POW 4	I find it hard to disagree with authority figures			
<b>SOCIAL INEQUALITY</b>				

IEQ 1	A person's social status reflects his or her place in the society			
IEQ 2	It is important for everyone to know their rightful place in the society	.000	456.06	540.79
IEQ 3	It is difficult to interact with people from different social status than mine	.002	561.97	498.73
IEQ 4	Unequal treatment for different people is an acceptable way of life for me	.000	584.79	492.73
<b>RISK AVERSION</b>				
RSK 1	I tend to avoid talking to strangers			
RSK 2	I prefer a routine way of life to an unpredictable one full of change			
RSK 3	I would not describe myself as a risk-taker	.002	562.32	498.59
RSK 4	I do not like taking too many chances to avoid making a mistake	.004	473.72	532.55
RSK 5	I am very cautious about how I spend my money			
<b>AMBIGUITY INTOLERANCE</b>				
AMB 1	I find it difficult to function without clear directions and instructions			
AMB 2	I prefer specific instructions to broad guidelines	.000	583.09	491.93
AMB 3	I tend to get anxious easily when I don't know an outcome			
AMB 4	I feel stressful when I cannot predict consequences			
AMB 5	I feel safe when I am in my familiar surroundings	.000	589.56	486.48
<b>MASCULINITY</b>				
MAS 1	Women are generally more caring than men	.025	483.41	528.76
MAS 2	Men are generally physically stronger than women	.028	483.43	527.39
MAS 3	Men are generally more ambitious than women			
MAS 4	Women are generally more modest than men	.013	550.61	500.31
MAS 5	Men are generally more logical than women			
<b>GENDER EQUALITY</b>				
GEQ 1	It is ok for men to be emotional sometimes	.001	564.58	496.99
GEQ 2	Men do not have to be the sole bread winner in a family	.000	576.09	493.21
GEQ 3	Men can be as caring as women	.033	485.85	527.12
GEQ 4	Women can be as ambitious as men			
<b>TRADITION</b>				
TRD 1	I am proud of my culture			
TRD 2	Respect for tradition is important for me			
TRD 3	I value a strong link to my past	.000	567.98	495.66
TRD 4	Traditional values are important for me	.003	558.54	498.63
TRD 5	I care a lot about my family history	.000	640.20	467.39
<b>PRUDENCE</b>				
PRU 1	I believe in planning for the long term	.000	592.92	486.63
PRU 2	I work hard for success in the future			
PRU 3	I am willing to give up today's fun for success in the future			
PRU 4	I do not give up easily even if I do not succeed on my first attempt	.028	547.35	503.73
PRU 5	I plan everything carefully			

## ANKETAS “PERSONĪGĀ KULTŪRAS ORIENTĀCIJA” REZULTĀTI

### Personal Cultural Orientations

(Sharma, P. (2009). Measuring personal cultural orientations: Scale development and validation. Journal of the Academy of Marketing Science, 38(6), 787-806. doi:10.1007/s11747-009-0184-7)

**Respondentu kopa:** Pētījuma bāzi veido **290 respondenti** – Latvijas augstskolu studenti un docētāji, tostarp **47 men** un **241 women**, 2 respondenti dzimumu nenorāda. **220 respondenti ir studenti, 70 – educators**

**Metodology:** Datu ieguvei tika izmantota **P.Sharma (2009) questionnaire „Personīgā kultūras orientācija”**, kurā, izmantojot Likerta skalu, tika veikts novērtējums apgalvojumiem, kas raksturo 10 faktoriem: *Neatkarība, Savstarpēja atkarība, Vara, Sociālā nevienlīdzība, Izvairīšanās no riska, Neiecietība pret nenoteiktību, Vīrišķība, Dzimumu līdztiesība, Tradīcijas, Apdomība*.

Dati tika kodēti un apstrādāti **SPSS 25.0 programmā**. Uzsākot datu apstrādi, tika aprēķināts Kronbaha alfas koeficients iekšējās saskaņotības pārbaudei, un iegūtais rezultāts ( $\alpha = .868$ ) liecina par labu iekšējo saskaņotību.

## **First mean values have been found (gender and profile); then levels suggested by the questionnaire**

Sākotnēji tika analizētas faktoru un katra apgalvojuma vidējās vērtības un atšķirības atkarībā no respondentā profila (dzimums, nodarbošanās). Pēc tam atbilstoši metodikai tika analizēti līmeņi, kur atbildes *Pilnībā nepiekritu*, *Nepiekritu* attiecināmas uz zemu līmeni, atbildes *Drīzāk piekritu*, *Ne piekritu*, *ne nepiekritu*, *Drīzāk piekrītu* – uz vidēju līmeni, bet atbildes *Piekritu* un *Pilnībā piekrītu* – uz augstu līmeni.

### **Attitude towards Information technologies**

(Gokhale, A. A. , Brauchle, P. E. & Machina, K. F. (2013). Scale to measure attitudes toward information technology. *International Journal of Information and Communication Technology Education*, 9, 3, 13-26.)

The investigation used as tools

- of data collection the **questionnaire** (Gokhale et.al, 2013)
- Evaluating the offered assertions and coding of the factors and their characterizing statements were based on the interpretation of the findings by using the **Likert scale** - the procedure which is proposed by the questionnaire methodology,
- as well as the **Mann - Whitney Test** was used for quantitative data processing in **SPSS 25.0** to identify a statistical significance depending on the profile of the respondents.
- At the starting stage of the data processing **Cronbach's alpha** coefficient for internal consistency was calculated; the obtained result ( $\alpha = .851$ ) indicates good internal consistency.

The research base is made up of **1013** respondents:

- **260** respondents from Latvia and
- 753 respondents from Ukraine.
- 511 – women, 495 – men.

**Findings: positive attitude background for further learning, acquiring technologies**

**No significant differences between countries**