

Comparisons, contrasts, and a case study: Innovation implications of New Zealand's scores in values and personality

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Background

- Two drivers behind this study
 - *Assumption*
 - High levels of innovation provide an international edge in the global market
 - *Availability*
 - Recent marked increase in publicly accessible, multinational data sets
 - allows cross-national comparisons and theory development via data set “mash-ups”



Two theoretical areas of interest

- A brief review of recent research...



Innovation and personality (from the Big 5 factors)

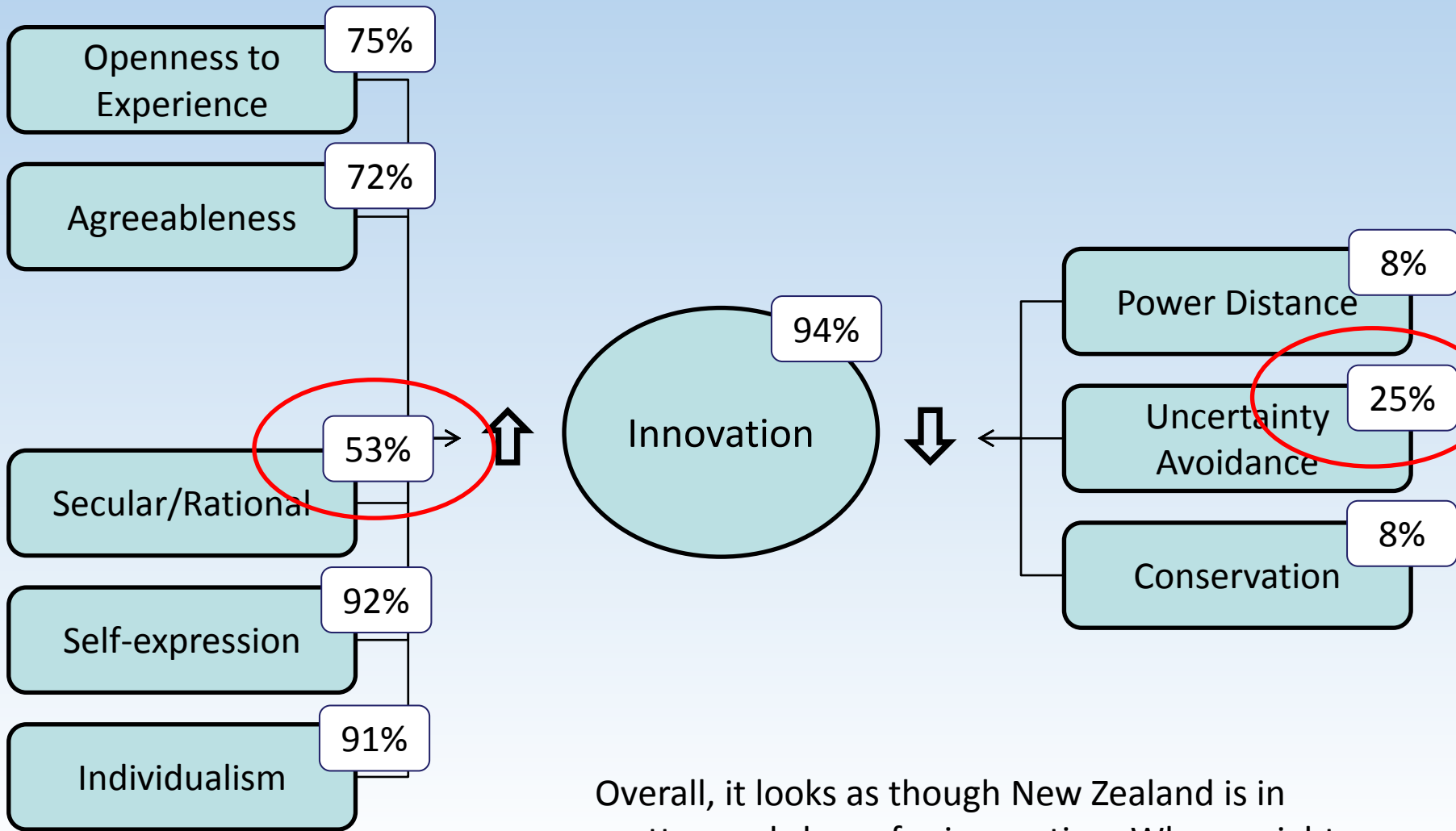
- Significant relationship found between innovation and national levels of
 - higher levels of Openness to Experience
 - more tolerant and open to new ideas
 - seeks stimulation
 - higher levels of Agreeableness
 - trustworthy
 - more likely to help



Innovation and values

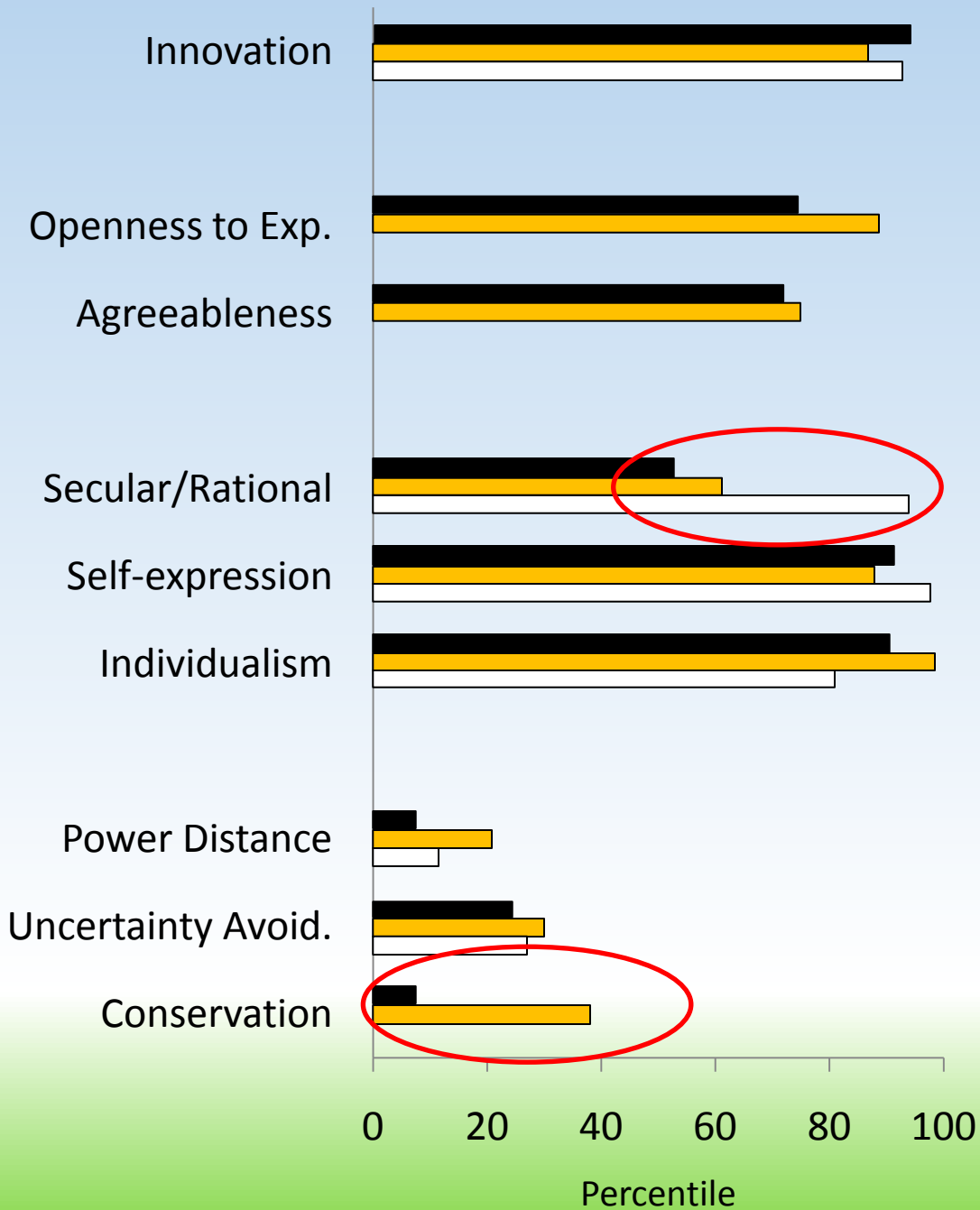
- Cultural Values
 - Higher innovation levels linked to
 - lower scores on Power Distance and Uncertainty Avoidance
 - lower scores on Conservation
 - higher scores on Individualism
 - stronger endorsement of Secular/Rational and Self-expressive values.





Overall, it looks as though New Zealand is in pretty good shape for innovation. Where might we best improve?

New Zealand's Profile



■ New Zealand
 ■ Australia
 □ Norway

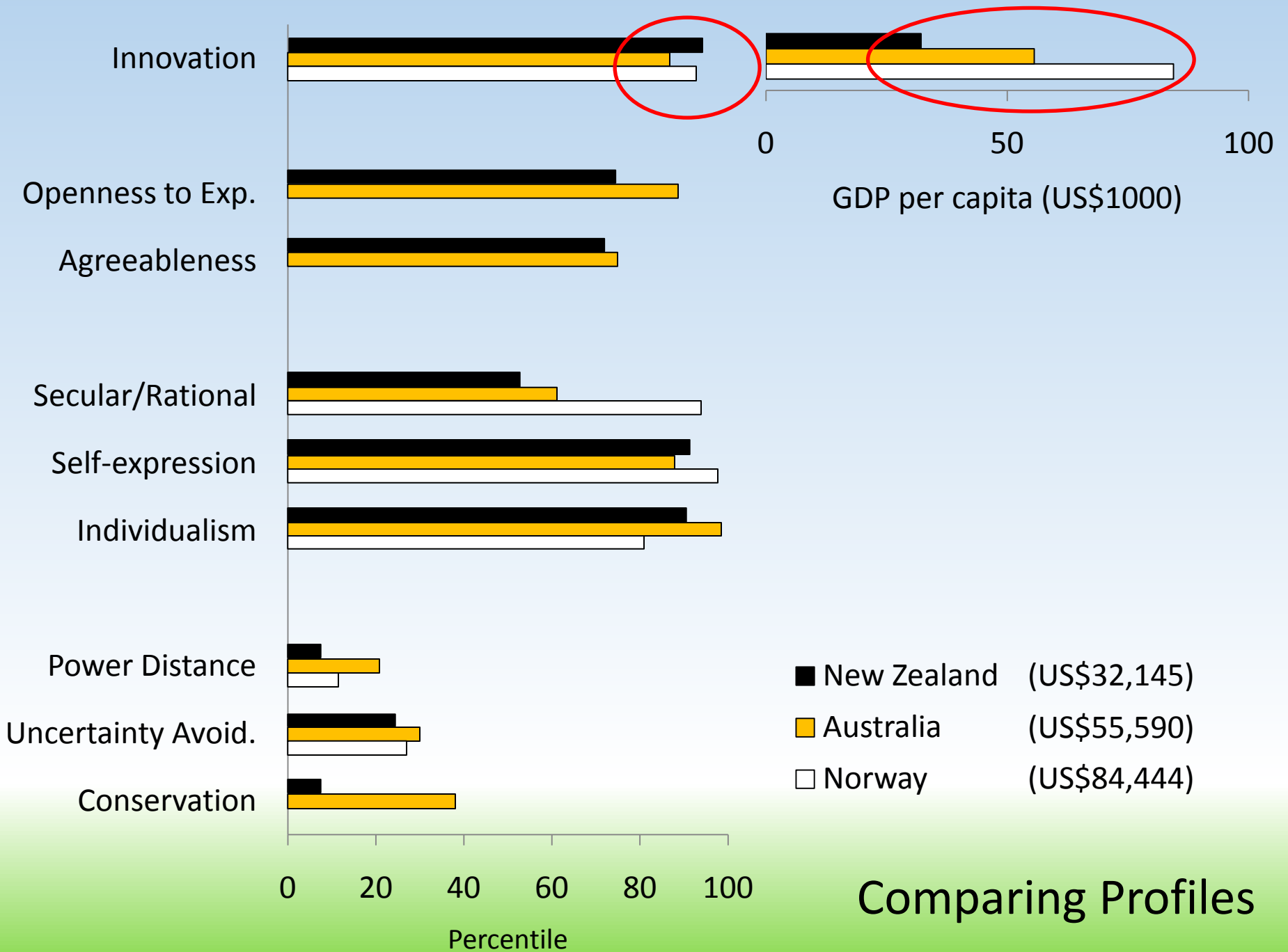
} *Cultural similarity*
 } *Size similarity*

Comparing Profiles
(look to similarity)

Comparing profiles

- Given the similarities in innovation levels, one thing remains a puzzle...





Conclusion

- New Zealand is a highly innovative country.
- *If* these factors \Rightarrow innovation, then we need to
 - *maintain* key factors; keep policies that
 - support activities and education that maintains our high levels of openness and sense of trust
 - endorse individualism and self-expression
 - guard against
 - elitism and power hierarchies
 - over-reliance upon accepted ways of doing things



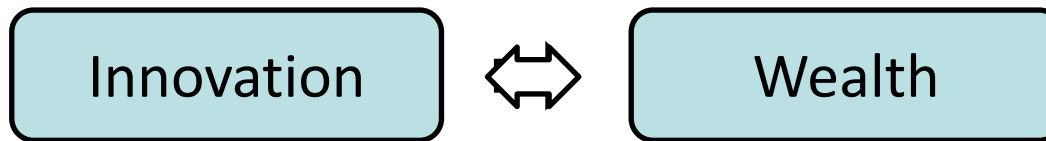
Conclusion

- New Zealand is a highly innovative country
- *If* these factors \Rightarrow innovation, then we need to
 - *develop* policies that
 - encourage the growth of scientific reasoning (secular rationality)
 - critical thinking skills, especially



Conclusion

- Wealth is a complex phenomenon, but...
 - if innovation is a factor in GDP, then we may not be making it pay as well as others have
 - or it may be necessary but not sufficient
 - it could also be that we have it backwards...



- Further research needed here...