

Temporal Focus as a Mediator between Cultural Values and Subjective Happiness: Evidence from Ecuador and Russia

Ekaterina V. Zabelina

Department of Psychology, Chelyabinsk State University, Chelyabinsk, Russia
ORCID: <https://orcid.org/0000-0002-2071-6466>, e-mail: katya_k@mail.ru

Jorge Cruz-Cárdenas

Universidad Tecnológica Indoamérica, Quito, Ecuador
ORCID: <https://orcid.org/0000-0002-4575-6229>, e-mail: jorgecruz@uti.edu.ec

Jorge Guadalupe-Lanas

Universidad Tecnológica Indoamérica, Quito, Ecuador
ORCID: <https://orcid.org/0000-0003-0882-6694>, e-mail: jorgeguadalupe@uti.edu.ec

Olga S. Deyneka

Saint Petersburg State University, Saint Petersburg, Russia
ORCID: <https://orcid.org/0000-0001-8224-2190>, e-mail: osdeyneka@yandex.ru

Though numerous scholars have studied subjective time, its predictors and effects, the general model considering demographic variables, cultural values and level of wellbeing is not presented. This study seeks to bridge this gap by contributing a comparative study of two very different countries: Ecuador (N=745, aged 19–76, 48.7% male), a Latin American developing country, and Russia (N=428, aged 18–72, 40.2% male), an emerging Eurasian nation. We assumed that temporal focus plays the role of a mediator in the relationship between cultural values and subjective happiness in both countries. To predict the temporal focus (Temporal Focus Scale by Shipp, Edwards, and Lambert, 2009) in both countries, based on the previous literature the study tests the importance of three groups of variables: demographic factors (gender, age, education, income), subjective happiness (Subjective Happiness Scale by Lyubomirsky and Lepper, 1999), and cultural values (Cultural Values Scale by Yoo, Donthu and Lenartowics, 2011). The first stage of analysis involved confirmatory factor analyses and invariance tests for the scales used. Subsequently, multiple regression models made it possible to establish that sociodemographic variables, introduced as covariates, had little influence on the prediction of people's temporal orientation. However, the cultural and psychological variables (long-term orientation, uncertainty avoidance and subjective happiness) introduced as predictors played an important role in the prediction of temporal (current, past and future) focus. Additionally, there are some cultural and psychological predictors of temporal focus specific for each country. Ultimately, structural equation models demonstrated that temporal focus plays the role of the mediator in the relationship between cultural values and subjective happiness in both Ecuador and Russia.

Keywords: temporal focus, demographics, subjective happiness, cultural values.

Funding. The research was funded by the grant of the Russian Science Foundation No. 22-28-00421, <https://rscf.ru/project/22-28-00421/>

For citation: Zabelina E.V., Cruz-Cárdenas J., Guadalupe-Lanas J., Deyneka O.S. Temporal Focus as a Mediator between Cultural Values and Subjective Happiness: Evidence from Ecuador and Russia. *Kul'turno-istoricheskaya psikhologiya = Cultural-Historical Psychology*, 2022. Vol. 18, no. 2, pp. 82–89. DOI: <https://doi.org/10.17759/chp.2022180209> (In Russ.).

Временной фокус как медиатор взаимосвязи между культурными ценностями и субъективным счастьем: на материале Эквадора и России

Е.В. Забелина

Челябинский государственный университет (ФГБОУ ВО «ЧелГУ»),
г. Челябинск, Российская Федерация
ORCID: <https://orcid.org/0000-0002-2071-6466>, e-mail: katya_k@mail.ru

Х. Круз-Карденас

Технологический университет Индоамерики, Кито, Эквадор
ORCID: <https://orcid.org/0000-0002-4575-6229>, e-mail: jorgecruz@uti.edu.ec

Х. Гуаделупе-Ланас

Технологический университет Индоамерики, Кито, Эквадор
ORCID: <https://orcid.org/0000-0003-0882-6694>, e-mail: jorgeguadalupe@uti.edu.ec

О.С. Дейнека

Санкт-Петербургский государственный университет (ФГБОУ ВО «СПбГУ»),
г. Санкт-Петербург, Российская Федерация
ORCID: <https://orcid.org/0000-0001-8224-2190>, e-mail: osdeyneka@yandex.ru

Несмотря на многочисленные исследования субъективного времени, его предикторов и последствий, не была предложена общая модель, учитывающая демографические переменные, культурные ценности и уровень субъективного благополучия. В настоящем исследовании мы постарались преодолеть это ограничение, используя сравнение двух очень разных стран: Эквадора (N=745, 19–67 лет, 48,7% — мужчины.), латиноамериканской развивающейся страны, и России (N=428, 18–72 года, 40,2% — мужчины), преобразующегося евразийского государства. Мы предположили, что временной фокус может играть роль медиатора во взаимосвязях культурных ценностей и субъективного счастья в обеих странах. Для того чтобы определить предикторы временного фокуса (Шкала временного фокуса, Shipp, Edwards, Lambert, 2009) в обеих странах, с опорой на существующую литературу, исследуется значимость трех групп переменных: демографические факторы (пол, возраст, уровень образования, уровень дохода), субъективное счастье (Шкала субъективного счастья, Lyubomirsky, Lepper, 1999) и культурные ценности (Шкала культурных ценностей, Yoo, Donthu, Lenartowics, 2011). Первый этап анализа включал конфирматорный факторный анализ и тестирование на инвариантность для используемых шкал. Модели множественной регрессии позволили установить, что социально-демографические переменные, представленные как ковариаты, мало влияют на прогнозирование временной ориентации людей. Однако культурные и психологические переменные (долгосрочная ориентация, избегание неопределенности и субъективное счастье), введенные в качестве предикторов, сыграли важную роль в прогнозировании временного (настоящего, прошлого и будущего) фокуса. Кроме того, существуют некоторые культурные и психологические предикторы временного фокуса, специфичные для каждой страны. В конечном счете, модели структурных уравнений продемонстрировали, что временной фокус играет роль посредника (медиатора) в отношениях между культурными ценностями и субъективным счастьем, как в Эквадоре, так и в России.

Ключевые слова: временной фокус, демография, субъективное счастье, культурные ценности.

Финансирование. Исследование выполнено за счет гранта Российского научного фонда № 22-28-00421, <https://rscf.ru/project/22-28-00421/>

Для цитаты: Забелина Е.В., Круз-Карденас Х., Гуаделупе-Ланас Х., Дейнека О.С. Временной фокус как медиатор взаимосвязи между культурными ценностями и субъективным счастьем: на материале Эквадора и России // Культурно-историческая психология. 2022. Том 18. № 2. С. 82–89. DOI: <https://doi.org/10.17759/chp.2022180209>

Introduction

Temporal focus is one of the constructs for defining a persons' involvement in their own lifetime, or subjective

time. Along with other terms describing subjective time [6; 20; 3; 23; 25; 38], temporal focus is defined as “the allocation of one s attention to the past, present, and future” [26, p.2]. The generalized profile of orientation to

the past, the present and future affect one's motivation, behavior [6; 25], feelings, emotions [19], subjective well-being [20; 26; 36; 38], and even health [34; 38].

Globalization, accelerating the pace of life, causes a person's priorities regarding time to change [28]. Seeking satisfaction within a rapid stream of events, the individual most often looks for happiness in the present, focusing less on the future or remembering the past [1]. However, for a happy and healthy life, we need to maintain balance in our relationship with time [7; 38], to gather resources from the past, to make plans for the future [36], and to enjoy the present moment [8].

Studies on temporal focus in the period of globalization are limited [28; 30]. Moreover, the interrelation between time perception and cultural values becomes contradictory thanks to the increasing flexibility of our values in the modern world [37]. This study aims to find additional evidence with which to understand the associations between three variables: temporal focus, cultural values, and subjective happiness by using the empirical data from Ecuador and Russia.

Literature Review

Subjective time emerged as a viable research topic several decades ago. Since then, various related constructs have been studied, such as temporal orientation [20], time attitude [25], temporal depth [6], time perspective [7; 23; 38], and temporal focus [26]. In Russian psychology, to define subjective time and its focus, the terms time experience [2], relation to time [3; 5], temporal organization [4] and psychological time [3] are used. In this particular study, in order to explore the features of the subjective time of a person, we focus on the construct of temporal focus [26].

According to Graham, the perception of is "fundamental, and many other perceptions will be biased in one direction or another, depending on a person's perception of time" [13, p. 335], and is associated with one's social and cultural features, primarily through language [9].

There is substantial evidence that subjective time differs considerably among different cultures [13; 22; 31; 33]. The cultural and social environment in which individuals are embedded influence their perception of time, how they value punctuality [19], the extent to which they focus on the past, present, or future [11; 14], their average overall perspective of the future [18; 29], and polychronicity [15; 32].

One of the most renowned theories on cultural values is the concept of cultural dimensions by Hofstede [17]. Differences in cultural definitions (uncertainty avoidance, individualism, long-term orientation) across countries [31] suggest an interrelation between cultural dimensions and temporal focus.

The most important aspect of the question being studied is the association of temporal focus and subjective happiness. The data collected in the existing research confirm the interrelation between subjective time and job and life satisfaction, locus of control, and optimism [36]. In addition, there is evidence of an association between both age and gender (sex) and subjective time [12; 16; 27].

Based on the considerations above, the aim of this study is to explore the role of temporal focus in the shaping of subjective happiness in different cultures.

The Study Scenarios

The current study takes place in two countries with different economic, geographical and cultural characteristics: Ecuador and Russia. Ecuador, located in South America, has a population of over 16 million inhabitants and an average age of 27 years. The national index for *uncertainty avoidance* in Ecuador is rather high (67) [17]. Ecuador is a middle-income developing economy and its Gross Domestic Product (GDP) exceeds USD 100 billion, which corresponds to a per capita GDP of approximately USD 6,000 per year. In contrast, Russia is a Eurasian country, and has a population of approximately 144 million inhabitants, with an average age of 38.9 years. Russia shows high national indices of *uncertainty avoidance* (95) and *long-term orientation* (81) [17]. Russia is classified as an emerging economy, and its GDP is 1,540 billion and its per capita annual GDP is USD 10,743.

For this study, the data came from surveys conducted in one large city each for Ecuador and Russia: Quito for Ecuador, which is also its capital, and Chelyabinsk for Russia, which is one of the 10 most populated cities in the country. The study obtained 745 usable questionnaires in Ecuador (48.7% male) and 428 in Russia (40.2% male).

Methods

The main section of the questionnaire included scales of interest, which were translated from their original English versions, into Spanish and Russian. The Temporal Focus Scale (TFS) of 12 items proposed by Shipp, Edwards, and Lambert [26] was used to measure *temporal focus*, which consists of three subscales: *Past focus*, *present focus* and *future focus*. The TFS items were rated on a 5-point scale describing the frequency with which the respondent thought about the time frame indicated by the item (1 = never; 3 = frequently; 5 = constantly). For each scale, the integral index was calculated. *Past focus* indicates a person's involvement in past memories, *present focus* indicates a concentration on the events of

the present, and *future focus* shows the tendency toward thinking about the future and how he or she is inclined to make plans and develop strategies in life. The Cultural Values Scale by Yoo, Donthu and Lenartowics [35], developed to measure Hofstede's cultural dimensions at an individual level, was used to measure *uncertainty avoidance* (5 items) and *long-term orientation* (6 items) [14]. Respondents were to rate their agreements with the statements on a 5-point scale. (1 – strongly disagree, 2 – neither disagree nor agree, 3 – strongly agree). *Uncertainty avoidance* relates to individuals' reactions to uncertainty and ambiguity; *long-term orientation* refers to the orientation of individuals and societies towards future rewards, when perseverance and thrift are highly valued. These two scales were chosen because they are directly related to the perception of time, and showed high indices of validity and reliability. Finally, the Subjective Happiness Scale was used, which consists of four items proposed by Lyubomirsky and Lepper [24]. The questionnaire suggests that respondents evaluate their feeling of happiness and/or unhappiness, both independently and in comparison with other people.

The questionnaire applied also included a measurement of the sociodemographic variables of the participants, such as age, gender, income, educational level and occupation. Importantly, the income of the respondents was measured as per capita monthly family income.

For all the calculations and estimations made in the current study, the Stata 15 software was used.

Data Analysis

First, the scales were subjected to exploratory factor analysis with varimax rotation. As a result, it was found that in both countries, most of the results were as expected, with factor loadings equal or greater than 0.40. Only in the cases of items lto2, lto3 of the Cultural Values Scale (the long-term orientation subscale) and hap4 of the Subjective Happiness Scale, these requirements were not met in either of the two countries, so the items were removed. Next, Cronbach's alpha values were estimated for all the scales used and for each of the countries, being in all cases a coefficient higher than the cut-off point of 0.60, so the reliability of the scales could be considered acceptable.

The next step of data analysis was to submit the scales to confirmatory factor analysis (CFA). In this way, two CFA analyses [10] were carried out. In the first, the model to be tested specified that the two factors from the Cultural Values Scale used in this study, *uncertainty avoidance* and *long-term orientation*, correlated with each other. The second model to be tested specified that the Temporal Focus Scale consisting of 3 factors, *Past focus*, *present focus* and *future focus*, correlated with each other. The model is

a good fit for both countries for all scales measured. The test of configurational invariance showed an acceptable result [10], and the measurement invariance test supported the configurational invariance for all scales.

Multiple Regression Analysis

As a next step in the data analysis, several multiple regression models were estimated. In these models, the variables to be predicted in each country were three time focuses (*present focus*, *past focus* and *future focus*). The predictor variables were organized around two groups. The first group included the sociodemographic variables (age, gender, income and education) and these variables took on the role of covariates. The second group of variables were cultural and psychological in nature (*uncertainty avoidance*, *long-term orientation* and *subjective happiness*). Due to the non-normality of the data, we estimated robust regressions, which is a more appropriate method in cases like the present one.

In general, it can be observed that sociodemographic variables, introduced as covariates, had little influence on the prediction of people's temporal orientation. Consistently, for both Ecuador and Russia and in line with previous studies [12], the age of the people was negatively related to *future focus*. Additionally, gender (male) was positively associated with *future focus* in Russia and educational level was negatively associated with *past focus* in Ecuador.

On the other hand, the cultural and psychological variables introduced as predictors played an important role in the prediction of temporal focus. In both Ecuador and Russia, the cultural value *long-term orientation* was positively associated with both *present focus* and *future focus*. Additionally, *uncertainty avoidance* was consistently associated (in both Ecuador and Russia) in a positive way with *past focus*. In contrast, *uncertainty avoidance* was positively associated with *present focus* only in Ecuador. Finally, *subjective happiness* was associated in a positive and consistent way (in both Ecuador and Russia) with *present focus*. However, *subjective happiness* was positively associated with *future focus* in Ecuador and negatively with *past focus* in Russia.

Structural equations modeling (SEM) of the relationship between cultural values, temporal focus and happiness

In order to evaluate the possible structural relationship of temporal focus with other constructs, particularly with cultural values and with *subjective happiness*, a structural equations model was drafted. Therein, it was considered that the cultural values of *uncertainty avoidance* (UA) and *long-term orientation* (LTO) were correlated with each other and that they were predictors of *past focus* (PaF), *present focus* (PrF) and *future focus* (FF). In turn, these three temporal orientations were

considered as correlated with each other and as predictors of *subjective happiness* (HAP). This theoretical model is presented in figure 1 and was drafted for Ecuador and Russia.

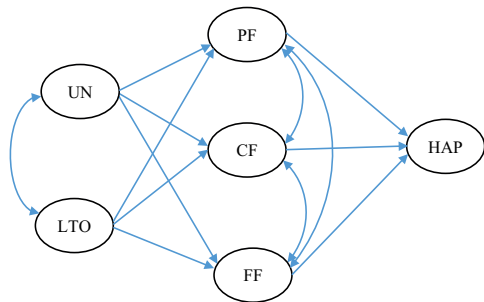


Fig. 1. Theoretical model on the relationship of cultural values, temporal focus and happiness

The fit indexes of the model for the two countries show that the model fits very well in both cases: Ecuador $X^2 = 564.658$, $df = 239$, $S-B X^2 = 434.441$, $RMSEA = 0.043$, $S-B RMSEA = 0.033$, $CFI = 0.952$, $S-B CFI = 0.962$,

Russia $X^2 = 540.388$, $df = 239$, $S-B X^2 = 448.840$, $RMSEA = 0.054$, $S-B RMSEA = 0.045$, $CFI = 0.923$, $S-B CFI = 0.934$. The group of results is very consistent in both countries. *Uncertainty avoidance* positively affects *past focus*, *long-term orientation* positively affects both *present focus* and *future focus* and *present focus* positively affects *subjective happiness*. On the other hand, there are also results that are unique for each country. For instance, in Ecuador, *uncertainty avoidance* has a negative effect on *future focus* and positive effect on *present focus*.

Figure 2 presents the standardized results of the model for Ecuador and figure 3 for Russia. If we consider only the paths that were significant in both of the two countries, it can be seen that in Ecuador and Russia, *long-term orientation* had a strong effect on *present focus* and *future focus*. The effect of *uncertainty avoidance* on *past focus* was moderate in both countries. Finally, the effect of *present focus* on *happiness* was moderate in Ecuador and strong in Russia.

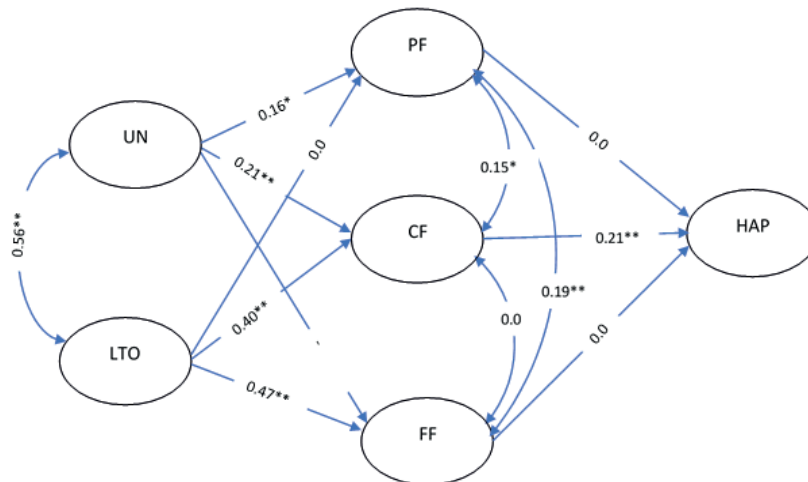


Fig. 2. Standardized results for the structural model in Ecuador

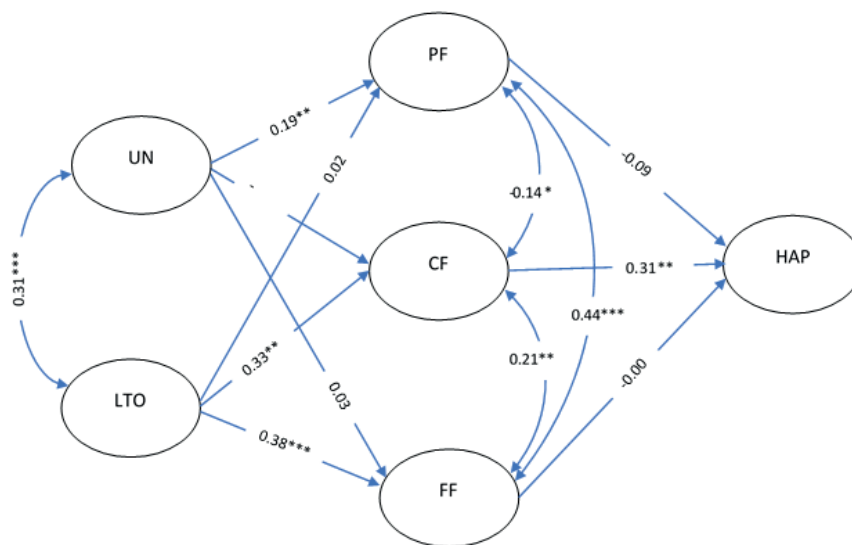


Fig. 3. Standardized results for the structural model in Russia

Discussion, Limitations and Conclusions

In general, the research results can be interpreted in line with studies of subjective time in various cultures [17; 22; 29; 31; 33], however, some of the trends revealed can be explained by a change in people's consciousness caused by globalization. For instance, people seeking to reduce the frustrating uncertainty they face in the modern world [21; 28; 30], particularly look to past events which are invariable, and seek happiness in every single moment of their life [21].

The unique associations of cultural values and temporal focus revealed in Ecuador and Russia confirm data on the impact of culture on perception and the experience of time [7]. For example, the lack of conditions of continuous change in Ecuador prevents a future focus and leads to an unwillingness to make long-term plans. Lower future orientation can serve as a kind of psychological protection against rapid variability and the uncertainty of the world around us.

The influence that temporal focus on the present has on subjective happiness is confirmed [20; 26; 38]. However, the results of the regression analysis show specific interrelations between subjective happiness and future focus in Ecuador (positively) and past focus in Russia (negatively). Perhaps, happiness is supported by optimism and the expectation of "gifts" from the future for residents of Ecuador. On the contrary, an "obsession" with the past, attempts to escape from reality, and nostalgia for old times become an obstacle to happiness for the residents of Russia.

In fact, temporal focus as a representation of subjective time plays the role of a mediator in the relationship between cultural values and subjective happiness in both Ecuador and Russia.

The main research limitation of this study is its focus on only two countries. In future research, the number of countries studied should be broadened in order to confirm the hypothesis of temporal focus's role in personal wellbeing around the world.

References

1. Deyneka O.S. Psikhologiya preventivnoi politiki pravonarushenii v ekonomike i biznese: ucheb. posobie [Psychology of crime prevention policies in economics and business. Tutorial]. Saarbrücken, Palmarium Academic Publishing, 2013. 410 p. (In Russ.).
2. Golovakha E.I., Kronik A.L. Psikhologicheskoe vremya lichnosti [Psychological time of a personality]. Kiev: NAUKOVA DUMKA, 1984. 128 p. (In Russ.).
3. Kovalyov V.I. Kategoriya vremeni v psikhologii (lichnostnyj aspekt) [The category of time in psychology (personal aspect)]. In L. I. Ancyferovoj (Ed.), *Kategorii materialisticheskoi dialektiki v psikhologii* [Categories of materialistic dialectology and psychology]. Moscow: Nauka, 1988, pp. 216–230. (In Russ.).
4. Kublickene L.Yu. Organizaciya vremeni lichnost'yu kak pokazatel' ee aktivnosti [Organization of time by the personality as an indicator of one's activity]. *Gumanisticheskie problemy psikhologicheskoi teorii* [Humanistic problems of psychological theory]. Moscow, 1995, pp. 185–192. (In Russ.).
5. Nestik T.A. Social'naya psikhologiya vremeni [Social psychology of time]. Moscow: Publ. Institut psikhologii RAN, 2014. 496 p. (In Russ.).
6. Bluedorn A.C. The human organization of time: Temporal realities and experience. Stanford, Calif.: Stanford Business Books, 2002. 384 p.
7. Boniwell I. et al. A question of balance: Time perspective and well-being in British and Russian samples. *The Journal of Positive Psychology*. 2010. Vol. 5 (1), no. 24–40, pp.24–40. DOI:10.1080/17439760903271181
8. Boyd-Wilson B.M., Walkey F.H., McClure J. Present and correct: We kid ourselves less when we live in the moment. *Personality and Individual Differences*. 2002, no. 33, pp. 691–702.
9. Brockmeier J. The language of human temporality: Narrative schemes and cultural meanings of time. *Mind, Culture, and Activity*. 1995. Vol. 2, no. 2, pp. 102–118.
10. Byrne B.M. The Maslach burnout inventory: Testing for factorial validity and invariance across elementary,

Литература

1. Дейнека О.С. Психология превентивной политики правонарушений в экономике и бизнесе: учеб. пособие. Saarbrücken: Palmarium Academic Publishing, 2013. 410 с.
2. Головаха Е.И., Кроник А.Л. Психологическое время личности. Киев: НАУКОВА ДУМКА, 1984. 128 с.
3. Ковалев В.И. Категория времени в психологии (личностный аспект) // Категории материалистической диалектики в психологии / Под ред. Л.И. Анцыферовой. М., 1988. С. 216–230.
4. Кублицкене Л.Ю. Организация времени личностью как показатель ее активности // Гуманистические проблемы психологической теории. М., 1995. С. 185–192.
5. Нестик Т.А. Социальная психология времени. М.: Изд-во Института психологии РАН, 2014. 496 с.
6. Bluedorn A.C. The human organization of time: Temporal realities and experience. Stanford, Calif.: Stanford Business Books, 2002. 384 p.
7. A question of balance: Time perspective and well-being in British and Russian samples / I. Boniwell [et al.] // The Journal of Positive Psychology. 2010. Vol. 5. № 1. № 24–40. P. 24–40. DOI:10.1080/17439760903271181
8. Boyd-Wilson B.M., Walkey F.H., McClure J. Present and correct: We kid ourselves less when we live in the moment // Personality and Individual Differences. 2002. № 33. P. 691–702.
9. Brockmeier J. The language of human temporality: Narrative schemes and cultural meanings of time // Mind, Culture, and Activity. 1995. Vol. 2. № 2. P. 102–118.
10. Byrne B.M. The Maslach burnout inventory: Testing for factorial validity and invariance across elementary, intermediate and secondary teachers // Journal of Occupational and Organizational Psychology. 1993. Vol. 66. № 3. P. 197–212.
11. Doob L.W. Patterning of time. New Haven. London: Yale Univ. Press. 1971. 472 p.
12. Izal M., Bellot A., Montorio I. Positive perception of time and its association with successful ageing // Estudios de Psicología. 2018. Vol. 39. № 2–3. P. 286–323.

- intermediate and secondary teachers. *Journal of Occupational and Organizational Psychology*. 1993. Vol. 66, no. 3, pp. 197–212.
11. Doob L.W. Patterning of time. New Haven. London: Yale Univ. Press. 1971. 472 p.
12. Izal M., Bellot A., Montorio I. Positive perception of time and its association with successful ageing. *Estudios de Psicología*. 2018. Vol. 39, no. 2–3, pp. 286–323.
13. Graham R.J. The role of perception of time in consumer research. *Journal of Consumer Research*. 1981, no. 7, pp. 335–342. DOI:10.1086/208823
14. Hall E.T. *Beyond Culture*. Garden City. N.Y.: Anchor Books. 1976. 320 p.
15. Hall E.T., Hall M.R. Understanding cultural differences. Yarmouth. ME: Intercultural Press. 1990. 224 p.
16. Hancock P.A., Hancock G.M. The effects of age, sex, body temperature, heart rate, and time of day on the perception of time in life. *Time & Society*. 2013. Vol. 23, no. 2, pp. 195–211. DOI:10.1177/0961463X13479187
17. Hofstede insights: Compare countries. [Электронный ресурс]. URL: <http://www.hofstede-insights.com/product/compare-countries/> (Accessed: 14.09.2018).
18. Hofstede G., Bond M.H. The Confucius connection: From cultural roots to economic growth. *Organizational Dynamics*. 1988. Vol. 16, no. 4, pp. 4–21.
19. Holak S.L., Havlena W.J. Feelings, fantasies, and memories: An examination of the emotional components of nostalgia. *Journal of Business Research*. 1998, no. 42, pp. 217–226.
20. Holman E.A., Silver R.C. Getting “stuck” in the past: Temporal orientation and coping with trauma. *Journal of Personality and Social Psychology*. 1998. Vol. 74, no. 5, pp. 1146–1163. DOI:10.1037//0022-3514.74.5.1146
21. Howe N., Strauss W. The Next Twenty Years: How Customer and Workforce Attitudes Will Evolve. *Harvard Business Review*. 2007, pp. 41–52.
22. Levine R.A. Geography of time: The Temporal Misadventures of a Social Psychologist, or How Every Culture Keeps Time Just a Little Bit Differently. N.Y.: Basic Books, 1997. 280 p.
23. Lewin K. In D. Cartwright (Ed.). Field theory in social science. Selected theoretical papers. New York: Harper & Row, 1951. 346 p.
24. Lyubomirsky S., Lepper H.S. A measure of subjective happiness: Preliminary reliability and construct validation. *Social Indicators Research*, 1999. Vol. 46, no. 2, pp. 137–155.
25. Nuttin J. Future time perspective and motivation. Leuven, Belgium: Leuven University Press and Lawrence Erlbaum Associates. 1985. 240 p.
26. Shipp A.J., Edwards J.R., Lambert L.S. Conceptualization and measurement of temporal focus: The subjective experience of the past, present, and future. *Organizational Behavior and Human Decision Processes*, 2009. Vol. 110, no. 1, pp. 1–22. DOI:10.1016/j.obhdp.2009.05.001
27. Phenomenon of time perspective in different cultures (according to materials of ZTPI study) / A. Sircova [et al.]. *Cultural-Historical Psychology*, 2007. Vol. 3, no. 4, pp. 19–31.
28. Southerton D. “Squeezing Time” Allocating Practices, Coordinating Networks and Scheduling Society. *Time and Society*, 2003. Vol. 12, no. 1, pp. 5–25.
29. Spector P.E. An international study of the psychometric properties of the Hofstede Values Survey Module 1994: A comparison of individual and country/province level results. *Applied Psychology: An International Review*, 2001. Vol. 50, no. 2, pp. 269–281. DOI:10.1111/1464-0597.00058
30. Szollos A. Toward a psychology of chronic time pressure. Conceptual and methodological review. *Time and Society*, 2009. Vol. 18, no. 2–3, pp. 332–350. DOI:10.1177/0961463X09337847
13. Graham R.J. The role of perception of time in consumer research // *Journal of Consumer Research*. 1981. № 7. P. 335–342. DOI:10.1086/208823
14. Hall E.T. *Beyond Culture*. Garden City. N.Y.: Anchor Books, 1976. 320 p.
15. Hall E.T., Hall M.R. Understanding cultural differences. Yarmouth. ME: Intercultural Press, 1990. 224 p.
16. Hancock P.A., Hancock G.M. The effects of age, sex, body temperature, heart rate, and time of day on the perception of time in life // *Time & Society*. 2013. Vol. 23. № 2. P. 195–211. DOI:10.1177/0961463X13479187
17. Hofstede insights: Compare countries [Электронный ресурс]. URL: <http://www.hofstede-insights.com/product/compare-countries/> (дата обращения: 14.09.2018).
18. Hofstede G., Bond M.H. The Confucius connection: From cultural roots to economic growth // *Organizational Dynamics*. 1988. Vol. 16. № 4. P. 4–21.
19. Holak S.L., Havlena W.J. Feelings, fantasies, and memories: An examination of the emotional components of nostalgia // *Journal of Business Research*. 1998. № 42. P. 217–226.
20. Holman E.A., Silver R.C. Getting “stuck” in the past: Temporal orientation and coping with trauma // *Journal of Personality and Social Psychology*. 1998. Vol. 74. № 5. P. 1146–1163. DOI:10.1037//0022-3514.74.5.1146
21. Howe N., Strauss W. The Next Twenty Years: How Customer and Workforce Attitudes Will Evolve // *Harvard Business Review*. 2007. P. 41–52.
22. Levine R.A. Geography of time: The Temporal Misadventures of a Social Psychologist, or How Every Culture Keeps Time Just a Little Bit Differently. N.Y.: Basic Books, 1997. 280 p.
23. Lewin K. In D. Cartwright (Ed.). Field theory in social science. Selected theoretical papers. New York: Harper & Row, 1951. 346 p.
24. Lyubomirsky S., Lepper H.S. A measure of subjective happiness: Preliminary reliability and construct validation // *Social Indicators Research*. 1999. Vol. 46. № 2. P. 137–155.
25. Nuttin J. Future time perspective and motivation. Leuven, Belgium: Leuven University Press and Lawrence Erlbaum Associates, 1985. 240 p.
26. Shipp A.J., Edwards J.R., Lambert L.S. Conceptualization and measurement of temporal focus: The subjective experience of the past, present, and future. *Organizational Behavior and Human Decision Processes*, 2009. Vol. 110. № 1. P. 1–22. DOI:10.1016/j.obhdp.2009.05.001
27. Phenomenon of time perspective in different cultures (according to materials of ZTPI study) / A. Sircova [et al.] // *Cultural-Historical Psychology*. 2007. Vol. 3. № 4. P. 19–31.
28. Southerton D. “Squeezing Time” Allocating Practices, Coordinating Networks and Scheduling Society // *Time and Society*. 2003. Vol. 12. № 1. P. 5–25.
29. Spector P.E. An international study of the psychometric properties of the Hofstede Values Survey Module 1994: A comparison of individual and country/province level results // *Applied Psychology: An International Review*. 2001. Vol. 50. № 2. P. 269–281. DOI:10.1111/1464-0597.00058
30. Szollos A. Toward a psychology of chronic time pressure. Conceptual and methodological review // *Time and Society*. 2009. Vol. 18. № 2–3. P. 332–350. DOI:10.1177/0961463X09337847
31. Trompenaars F., Hampden-Turner Ch. *Riding the Waves of Culture*. Nicholas Brealey Publ. Ltd, 1997. 265 p.
32. Usunier J.C.G. Business time perception and national cultures: A comparative survey // *Management International Review*. 1991. Vol. 31. № 3. P. 197–217.
33. Vale G.L., Flynn E.G., Kendal R.L. Cumulative culture and future thinking: Is mental time travel a prerequisite to

31. Trompenaars F., Hampden-Turner Ch. Riding the Waves of Culture. Nicholas Brealey Publ. Ltd. 1997. 265 p.
32. Usunier J.C.G. Business time perception and national cultures: A comparative survey. *Management International Review*, 1991. Vol. 31, no. 3, pp. 197–217.
33. Vale G.L., Flynn E.G., Kendal R.L. Cumulative culture and future thinking: Is mental time travel a prerequisite to cumulative cultural evolution? *Learning and Motivation*, 2012, no. 43, pp. 220–230.
34. Wiesmann U., Ballas I., Hannich H.J. Sense of Coherence, Time Perspective and Positive Aging // *Journal of Happiness Studies*, 2018. Vol. 19, no. 3, pp. 817–839. DOI:10.1007/s10902-017-9850-5
35. Yoo B., Donthu N., Lenartowicz T. Measuring Hofstede's five dimensions of cultural values at the individual level: Development and validation of CVSCALE. *Journal of International Consumer Marketing*, 2011. Vol. 23, no. 3–4, pp. 193–210. DOI:10.1080/08961530.2011.578059
36. Zaleski Z., Cycon A., Kurc A. Future time perspective and subjective well-being in adolescent samples. Life Goals and Well-being: Towards a Positive Psychology of Human Striving. Schmuck P. (eds.). Goettingen: Hogrefe & Huber, 2001, pp. 58–67.
37. Zabelina E.V., Fortunato V.J. Development of a Russian Version of the MindTime Profile Inventory: The Measurement of Past, Present, and Future Thinking in a Russian Sample. *Psychology in Russia: State of the Art*, 2019. Vol. 12, no. 2, pp. 146–164. DOI: 10.11621/ pir.2019.0211
38. Zimbardo P.G., Boyd J.N. Putting time in perspective: A valid, reliable individual-differences metric. *Journal of Personality and Social Psychology*, 1999, no. 77, pp. 1271–1288. DOI:10.1037/0022-3514.77.6.1271
- cumulative cultural evolution? // *Learning and Motivation*. 2012. № 43. P. 220–230.
34. Wiesmann U., Ballas I., Hannich H.J. Sense of Coherence, Time Perspective and Positive Aging // *Journal of Happiness Studies*. 2018. Vol. 19. № 3. P. 817–839. DOI:10.1007/s10902-017-9850-5
35. Yoo B., Donthu N., Lenartowicz T. Measuring Hofstede's five dimensions of cultural values at the individual level: Development and validation of CVSCALE // *Journal of International Consumer Marketing*. 2011. Vol. 23. № 3–4. P. 193–210. DOI:10.1080/08961530.2011.578059
36. Zaleski Z., Cycon A., Kurc A. Future time perspective and subjective well-being in adolescent samples. Life Goals and Well-being: Towards a Positive Psychology of Human Striving / Eds. P. Schmuck, K.M. Sheldon. Goettingen: Hogrefe & Huber, 2001. P. 58–67.
37. Zabelina E.V., Fortunato V.J. Development of a Russian Version of the Mind Time Profile Inventory: The Measurement of Past, Present, and Future Thinking in a Russian Sample // *Psychology in Russia: State of the Art*. 2019. Vol. 12. № 2. P. 146–164. DOI: 10.11621/ pir.2019.0211
38. Zimbardo P.G., Boyd J.N. Putting time in perspective: A valid, reliable individual-differences metric // *Journal of Personality and Social Psychology*. 1999. № 77. P. 1271–1288. DOI:10.1037/0022-3514.77.6.1271

Information about the authors

Ekaterina V. Zabelina, PhD in Psychology, Associate Professor, Department of Psychology, Chelyabinsk State University, Chelyabinsk, Russia, ORCID: <https://orcid.org/0000-0002-2071-6466>, e-mail: katya_k@mail.ru

Jorge Cruz-Cárdenas, PhD, Research Center in Business, Society, and Technology, ESTec, Universidad Tecnológica Indoamérica, Quito, Ecuador, ORCID: <https://orcid.org/0000-0002-4575-6229>, e-mail: jorgecruz@uti.edu.ec

Jorge Guadalupe-Lanas, PhD, Research Center in Business, Society, and Technology, ESTec, Universidad Tecnológica Indoamérica, Quito, Ecuador; School of Administrative and Economic Science, Universidad Tecnológica Indoamérica, Quito, Ecuador, ORCID: <https://orcid.org/0000-0003-0882-6694>, e-mail: jorgeguadalupe@uti.edu.ec

Olga S. Deyneka, Doctor of Psychology, Professor, Acting Head of the Department of Political Psychology, St. Petersburg State University, St. Petersburg, Russia, ORCID: <https://orcid.org/0000-0001-8224-2190>, e-mail: osdeyneka@yandex.ru

Информация об авторах

Забелина Екатерина Вячеславовна, кандидат психологических наук, доцент кафедры психологии, Челябинский государственный университет (ФГБОУ ВО «ЧелГУ»), Челябинск, Российская Федерация, ORCID: <https://orcid.org/0000-0002-2071-6466>, e-mail: katya_k@mail.ru

Крус-Карденас Хорхе, PhD, профессор, Исследовательский центр в области бизнеса, общества и технологий, ESTec, Технологический университет Индоамерики, Кито, Эквадор, ORCID: <https://orcid.org/0000-0002-4575-6229>, e-mail: jorgecruz@uti.edu.ec

Гуадalupe-Ланас Хорхе, PhD, профессор, Исследовательский центр по вопросам бизнеса, общества и технологий, ESTec, Технологический университет Индоамерики; Школа административных и экономических наук, Технологический университет Индоамерики, Кито, Эквадор, ORCID: <https://orcid.org/0000-0003-0882-6694>, e-mail: jorgeguadalupe@uti.edu.ec

Дейнека Ольга Сергеевна, доктор психологических наук, профессор, и.о. заведующего кафедрой политической психологии, Санкт-Петербургский государственный университет (ФГБОУ ВО «СПбГУ»), Санкт-Петербург, Российская Федерация, ORCID: <https://orcid.org/0000-0001-8224-2190>, e-mail: osdeyneka@yandex.ru

Получена 04.01.2020

Принята в печать 27.04.2022

Received 04.01.2020

Accepted 27.04.2022