

Do Workers in Creative Industries have a Different Work Orientation?

Lisa Basten and Sigurt Vitols, PhD.

Wissenschaftszentrum Berlin für Sozialforschung

vitols@wzb.eu

Paper submission for the 2018 SOEP Conference

High levels of atypical and hybrid employment have implications for inclusion in state social security systems and for social participation. This is exemplified in the branches of the cultural and creative industries. So far, however, this connection does not lead to a decline in the attractiveness of the industries nor to successful self-organization. This is usually attributed to the fact that the workers in these fields have specific values. Good pay and planning security are less important to them than creative freedom, individual self-realization more important than political participation.

The paper proposed here examines these relationships on the basis of representative data from the Socio-Economic Panel (SOEP). The independent variable is conceptualized on the basis of the "European Framework for Cultural Statistics" (ESSnet-Culture final report 2012), so that both its relevance to the German discourse about the cultural and creative industries (Bertschek 2017, Söndermann 2016) and its comparability within the UNESCO Framework for Cultural Statistics. For this, creative employment is defined by a combination of NACE Rev. 2 classification (industry-related) and ISCO-08 classification (occupational) (see Mercy and Beck-Domzalska 2016, pp. 71-73).

Can other values be confirmed for this group? To answer this question, the results of the 33rd wave of the SOEP regarding job satisfaction, the importance of self-fulfillment and the importance of political commitment are examined. In particular, the status of employment is checked.

The results are highly relevant against the background of a postulated change of values in the labor market (see, for example, "White Paper Work 4.0" BMAS 2016) and the importance attributed to creative work in the context of digitization and knowledge work. In addition, the statistical coverage of the cultural and creative industries is breaking new ground in SOEP.