Exploring the Relationships between Diversity, National Economic Performance, Community Attachment, Job Climate, and Subjective Wellbeing in 143 Cultures

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Abstract: Due to the process of globalization and immigration, many countries and societies have become culturally diverse. Thus, diversity is a contemporary research issue. In order to further explore the benefits of diversity at the societal level, this study explores diversity outcomes in 143 cultures. The researchers analyzed the data which surveyed 229,083 participants in 143 cultures in 2012. The results of Pearson correlation analysis suggest that diversity is positively correlated with GDP per capita, community attachment, job climate, and subjective wellbeing. This study empirically tests and supports Florida's (2002; 2012) Creative Class Theory. The findings of this study bring significant insights into diversity around the world.

Keywords: Diversity, wellbeing, community attachment, job climate, GDP per capita

1. Introduction

Due to the trends of internationalization and globalization, many societies have become culturally diverse. Immigration is one of the factors which make the populations of many countries become more diverse. For example, Census data from the 2010 American Community Survey revealed that foreign-born immigrants represented 13 percent of U.S. population (U.S. Census Bureau, 2012). Gallup World Poll survey results obtained from 147 cultures in 2011 also revealed that nearly a half of adults (47%) worldwide see their communities as good places for immigrants to live (Wu & Ray, 2012). Thus, diversity has become a contemporary research issue in the fields of social psychology, management and intercultural communication.

What is diversity? Some researchers (e.g., Cox & Blake, 1991; Thomas, 1991) defined diversity as actual differences in race, gender, ethnicity, age, cultural background, disability, social class, and sexual orientation. Some other researchers (e.g., Florida, 2012) defined diversity as something the Creative Class values. The Creative Class favors diversity and openness: openness to differences – of gender, sexual preference, race, or even personal idiosyncrasies. Thus, diversity can be also defined as tolerance or acceptance for differences.

Many researchers argue that diversity brings positive outcomes to organizations (e.g., Cox & Blake, 1991) and societies (e.g., Florida, 2002; 2012). For example, Cox and Blake (1991) proposed six important competitive advantages that can be gained through the successful management of cultural diversity in organizations. These six competitive advantages are cost, resource-acquisition, marketing, creativity, problem-solving and systems flexibility advantages. It implies that organizations' ability

to attract, retain, and motivate employees with diverse cultural backgrounds can maintain high quality human resources. In addition, organizations with cultural diversity tend to be more creative, more flexible and have enhanced problem solving and marketing abilities.

Cox and Blake (1991) have discussed diversity outcomes in organizations.However, very few studies have empirically examined the relationship between diversity and social, economic performance in societies.Until last decade, Florida (2002) began to explore diversity outcomes in societies and communities by proposing the Creative Class Theory. In order to close this research gap, the present study aims to explore the relationship between diversity and a list of economic and welfare indices in 143 cultures based on Florida's (2002; 2012) Creative Class Theory.

2.   Theoretical Framework

2.1.   Creative Class Theory

Florida's (2002; 2012) Creative Class Theory serves as the theoretical foundation for this study. Florida's (2002; 2012) Creative Class Theory was selected as the theoretical foundation for this study because this theory has become a research paradigm for studying the relationship between diversity and economic growth. According to Bakowska and Rudawska (2011), "Richard Florida, the author of the book *The Rise of the Creative Class* (2002) has popularized a new paradigm which has a significant impact on regional economic growth and is based on a creative class" (p. 468).

Florida (2012) argued that 3T, including talent, tolerance for diversity, and technology contribute to the rise of the creative class and the creative economy. According to Florida (2012), the rise of the new social class, the Creative Class, significantly contributes to economic growth in communities and societies. The Creative Class members engage in work whose function is to "create meaningful new forms" (p. 38). He defined the Creative Class by the occupations people have. The Core Super-Creative Class includes scientists, engineers, university professors, artists, and think-tank researchers. Beyond the core group, the Creative Class also includes creative professionals, such as professionals in high-tech, financial service, legal, health care, and business sectors. The 3T has "positive effects on economic outcomes" (p. 228). Florida (2012) argued that the rise of the creative class contributes to the positive economic outcome, which is called the rise of the creative economy. According to Florida, "Creativity comes from people…A creative economy requires diversity because every human is creative – creativity cannot be contained by categories of gender, race, ethnicity, or sexual orientation" (pp. 6-7).   Because the basic assumption of Florida's Creative Theory is that diversity contributes to positive economic outcomes, the first hypothesis guiding this study is proposed.

> H1: Diversity is positively correlated with national economic performance/GDP
>   per capita

Florida (2012) further discussed the characteristics of the Creative Class and Creative Class values. After conducting numerous quantitative surveys and qualitative interviews with the Creative Class members, Florida indentified three important values which are held by the social class. The three important values are (1) individuality, (2) meritocracy and (3) diversity and openness. Openness and diversity is extremely important. According to Florida, "although the Creative Class favors openness

and diversity, to some degree it is a diversity of elites, with membership limited to highly educated, creative people" (p. 58). Thus, the Creative Class professionals are seeking an environment that is open to differences, such as differences in gender, sexual preference, race and personal idiosyncrasies. Because the Creative Class professionals come from diverse backgrounds, they are seeking companies and communities that accept diversity, which means "non standard people welcome here" (p. 58). Florida's (2012) statement implies that the more diverse an environment/community is, the more likely the Creative Class professionals would like and feel attached to it. Thus, diversity might be positively correlated with community attachment. The second hypothesis is proposed.

H2: Diversity is positively correlated with community attachment.

If an environment is diverse, the environment is more likely to attract the Creative Class professionals to work there and retain those elites (Florida, 2012). Hence, diversity might be positively correlated with job climate. The third hypothesis is proposed:

H3: Diversity is positively correlated with job climate.

2.2.   Wellbeing Theory

The Creative Class is a diversity of elites. What are the inclining significances of class? Florida (2012) discussed the relationship between class, income and happiness in his book. He argued that class plays a very important role in happiness, even over and above that of income. Up to a point, income matters. However, once a basic threshold of income is met, class matters more. According to Florida (2012), "nations with higher levels of the Creative Class post higher levels of happiness and subjective wellbeing" (p. 373).
What is subjective wellbeing (SWB)?   Subjective wellbeing refers to people's subjective evaluation of their life. It is also called happiness or life satisfaction (Mellander, Florida & Rentfrow, 2012). According to Rath and Harter (2010), there are five wellbeing elements. First, career wellbeing refers to an individual liking what he/she is doing and being able to use his/her strengths at work every day. Second, social wellbeing is about having strong relationships and love with family and friends in one's life. Third, financial wellbeing is about effectively managing one's economic life. Fourth, physical wellbeing is about having good health and enough energy to get things done. Finally, community wellbeing is about the sense of engagement with the community where an individual lives. These five elements all contribute to people's subjective wellbeing/overall life evaluation (Rath & Harter, 2010).
Over the last few decades, the concept of subjective wellbeing (SWB) is well studied by researchers. Specifically, researchers (e.g., Diener, Ng, Harter & Arora, 2010; Diener, Diener & Diener, 1995; Mellander et al., 2012; Schimmack, Radhakrishnan, Oishi, Dzokoto & Ahadi, 2002) are interested in studying people's SWB across cultures. For example, Menlander et al. (2012) explored the relationship among creative class, tolerance of diversity, income, and happiness of nations across the nations of the world by using 2009 Gallup World Poll data and 2005 GDP per capita worldwide income report from World Development Indicators. They found that post-industrialism structures, post industrialism values, and income all have effects on overall life evaluation/happiness across the nations. Post-industrialism structures refer to the rise of the Creative Class, "namely the shift from lower

skill work to more knowledge-oriented and creative work associated with higher level of educational attachment" (p. 39). Post-industrialism values refer to tolerance of diversity: (1) tolerance of gays and lesbians and (2) tolerance of racial and ethnic minorities. They found that increased tolerance of diversity was a factor which increased life satisfaction. They also found a strong positive correlation between GDP per capita and life satisfaction. Menlander et al. concluded that post-industrial structures and values contribute to happiness beyond the effects of income.

Based on Florida's (2002; 2012) Creative Class Theory and the wellbeing literature (e.g., Mellander et al., 2012) reviewed above, the fourth hypothesis is proposed:

H4: Diversity is positively correlated with subjective wellbeing.

3.   Methods

This study is done by analyzing corporate data collected by Gallup. This approach is beneficial because it allows the researchers to analyze a huge data set which is not likely to be collected by individuals during a short period of time. The data is comprehensive and appropriate for cross-cultural studies because it is collected around the world.

3.1.   Samples

The data of this study is drawn from Gallup World Poll, which began in 2005. Between 2005 and 2007, about 78 countries were surveyed yearly. From 2008, Gallup conducted a yearly survey with 1,000 adults, aged 15 or above, in about 150 countries. These nations represent more than 98% of the world's population.

The samples were a representative sampling of the entire adult population within each country because they were random samples drawing from the entire country, including urban, suburban and rural areas. In wealthy nations, the data was collected through telephone surveys based on random-digit dialing. In poor countries, where telephones were less available, the data was collected through face-to-face interviews, with residents selected within randomly selected primary sampling units (PSU). "Telephone surveys are used in countries where telephone coverage represents at least 80% of the population...In Central and Eastern Europe, as well as in developing world, including much of Latin America, the Former Soviet Union Countries, nearly all Asia, and Middle East, and Africa, an area frame design is used for face-to-face interviewing " (Gallup, 2013, p. 7). Face-to-face interviews lasted for about one hour, while telephone interviews lasted for about 30 minutes.

The sample for the present study was drawn from Gallup's 2012 World Poll Survey. Data for all countries was collected in 2012. This sample represents 229,083 participants in 143 countries, aged 15 or older. "The typical Gallup Worldwide Research survey includes at least 1,000 surveys of individuals. In some countries, oversamples are collected in major cities or areas of special interest. Additionally, in some large countries, such as China and Russia, sample size of at least 2,000 is collected. Although rare, in some instances the sample size is between 500 and 1,000" (Gallup, 2013, p. 7).
Data was weighted in order to further refine the samples to represent the correct demographic characteristics within countries.

3.2.   Measures

3.2.1.   Diversity

There is a Diversity Index in the Gallup World Poll survey. The Diversity Index measures a community's acceptance of people from different cultural backgrounds or minority groups (Gallup, 2013). The diversity index consists of four items: (1) Is the city or area where you live a good place or not a good place to live for racial and ethnic minorities? (2) Is the city or area where you live a good place or not a good place to live for gay and lesbian people? (3) Is the city or area where you live a good place or not a good place to live for immigrants from other countries? (4) Is the city or area where you live a good place or not a good place to live for people with intellectual disabilities? Participants will choose yes, no, don't know, or refused as their answer for each question (Gallup, 2013).

Index scores are calculated at the individual level. The positive answers (yes) are scored as "1" and all other answers (including no, don't know, and refused) are recorded as "0". If a record has no answer for one item, the item is not included in the calculation. An individual record has an index calculated if it has at least three valid scores (0 or 1). A participant's final index score is the mean of valid items multiplied by 100. The final country-level index score is the mean of all individual records. The reliability score of the Diversity Index is .74 (based on Cronbach's alpha) when aggregated at the country level (Gallup, 2013).

3.2.2.   National Economic Performance

National economic performance is measured by each country's GDP per capita in 2012. The data is downloaded from the World Bank Database (World Bank, 2014). "GDP per capita is the gross domestic product divided by the midyear population. GDP is the sum of gross value added by all resident producers in the economy plus any product taxes and minus any subsidies not included in the value of the products…Data are in current U.S. dollars" (World Bank, 2014).
GDP per capita is a commonly used indicator which measures national income. For example, several previous researchers (e.g., Crabtree & Rheault, 2011; Mellander et al., 2012) also used GDP per capita to measure national income in their cross-cultural studies.

3.2.3.   Community Attachment

An Index was used to measure community attachment.   The Community Attachment Index measures respondents' attachment to the community.

There are three index questions: (1) Are you satisfied or dissatisfied with the city or area where you live? (2) In the next 12 months, are you likely or unlikely to move away from the city or area where you live? (3) Would you recommend the city or area where you live to a friend or associate as a place to live, or not?

Index scores are calculated at the individual level. The three items are recoded so that the positive answers are recoded as 1 and all other answers are recoded as 0. If a record has no answer for one item, the item is not included in the calculation. An individual record has an index calculated if it has two valid scores (0 or 1). An individual's final score is the mean of valid items multiplied by

100. The country level index score is the mean of all individual records for which an index score was calculated. The reliability score of the community attachment index is .76 (based on Cronbach's alpha) when aggregated at the country level (Gallup, 2013).

3.2.4.   Job Climate

An index was created to measure job climate.   The job climate index measures respondents' attitudes about a community's efforts to provide economic opportunities.

There are three index questions: (1) Right now, do you think that the economic conditions in the city or area where you live, as a whole, are getting better or getting worse? (2) Thinking about the job situation in the city or area where you live today, would you say that it is now a good time or bad time to find a job? (3) In the city or area where you live, are you satisfied or dissatisfied with the availability of good job opportunities?

Index scores are calculated at the individual level. The three items are recoded so that the positive answers are recoded as 1 and all other answers are recoded as 0. If a record has no answer for one item, the item is not included in the calculation. An individual record has an index calculated if it has two valid scores (0 or 1). An individual's final score is the mean of valid items multiplied by 100. The country level index score is the mean of all individual records for which an index score was calculated. Country-level weights are applied to this calculation. The reliability score of the community attachment index is .85 (based on Cronbach's alpha) when aggregated at the country level (Gallup, 2013).

3.2.5.   Subjective Wellbeing

A single item was used to measure participants' subjective wellbeing/life evaluation/happiness. Subjective wellbeing is measured by using a standard question in which individuals ranked their satisfaction of life today from 0 to 10. Zero reflects the lowest level of satisfaction; whereas 10 reflects the highest level of satisfaction (Gallup, 2013). The measure has been used in other studies (e.g., Deaton, 2008; Mellander et al., 2012).

4.   Results and Discussion

Pearson correlation analysis was conducted to examine the relationships between diversity and diversity outcomes. SPSS was used for data analysis. The results of Pearson correlation analysis suggested that diversity is positively correlated with national economic performance/GDP per capita ($r = .64$, $p < .001$), community attachment ($r = .54$, $p < .001$), job climate ($r = .24$, $p < .001$), and subjective wellbeing ($r = .34$, $p < .001$). Thus, all four hypotheses are supported by the statistical results.

H1: Diversity is positively correlated with national economic performance/
     GDP per capita.   Supported
H2: Diversity is positively correlated with community attachment. Supported
H3: Diversity is positively correlated with job climate.   Supported
H4: Diversity is positively correlated with subjective wellbeing.   Supported

Table 1. Summarizes the Correlations among Variables.

	Diversity	GDP	Job Climate	Community	Wellbeing
Diversity	--	.64**	.24**	.54**	.34**
GDP	.64**	--	.02	.55**	.41**
Job Climate	.24**	.02	--	.26**	.24**
Community	.37**	.26**	.34**	--	-.04
Wellbeing	.34**	.41**	.24**	.48**	--

Note. ** p < .01.

The results of this study supports Florida's (2002; 2012) Creative Class Theory. Specifically, the result that diversity is positively correlated with GDP per capita supports that diversity contributes to positive economic outcomes. Thus, it explains the relationships between diversity and creative economy. There is an alternative explanation of this result based on Maslow's (1954; 1970) Hierarchy of Needs Theory. According to Maslow (1954; 1970), five hierarchically arranged human needs (from the lower level to higher level) exist: physiological, safety, belonging and low, self-esteem, and self-actualization. The lower levels of needs are more physical. The higher levels of needs are more social and psychological. Before higher level of needs are satisfied, lower level of needs must be satisfied first. In other words, people who live in societies where basic needs are met are more likely to focus on higher level of needs, which are social and psychological needs. Tolerance for diversity fits nicely with the higher level of needs. Thus, countries with higher GDP per capita tend to be more diverse-what some scholars have called a cosmopolitan culture.

Furthermore, the research findings support Florida (2012) and other researchers' (e.g., Mellander et al., 2012) work about subjective wellbeing. If class is positively associated with happiness/subjective wellbeing, there should be a link between diversity and subjective wellbeing. As Florida (2012) argued, the Creative Class itself is a diversity of elites who accept diversity. The result that diversity is positively correlated with subjective wellbeing is also consistent with Mellander et al.'s (2012) research finding that increased tolerance of diversity is positively associated with increased life evaluation/subjective wellbeing.

This study also extends Mellander et al.'s (2012) research by showing that increased tolerance of diversity is a factor which could increase the level of community attachment and improve job climate in an environment. It supports Florida's (2012) qualitative research findings. Florida conducted focus group interview and in-depth interview with Creative Class professional. He stated that his participants constantly listed diversity as among the most important factors in their choice of communities. They were "drawn to places that were known for diversity of thought and open-mindedness" (p. 293). It explains why diversity is positively correlated with community attachment in this study.

Additionally, Florida (2012) discussed the links between tolerance of gay population and regional growth and development. He found that artistic and gay populations tend to cluster in communities which value open-mindedness. Thus, "regions in which artists and gays have migrated and settled are more likely than others to provide an environment that is more open to innovation, entrepreneurship and new firm formation" (p. 245). It explains why communities with higher tolerance for diversity tend to have better job climates. An environment which is open to innovation, entrepreneurship and new firm formation is an environment with a better job climate.

5.   Conclusion

5.1.   Significance

By analyzing data which was collected in 143 different cultures, this study empirically examined diversity outcomes across the globe. The results of this study support Florida's (2002; 2012) Creative Class Theory. The findings of this study are theoretically significant. Many researchers argued that diversity brings positive outcomes in societies (e.g., Florida, 2012; Mellander et al, 2012) and organizations (Cox & Blake, 1991). However, very few previous studies (e.g., Mellander et al., 2012) have supported the argument by providing empirical evidence. This study has closed the research gap by showing four positive diversity outcomes. First, the result of this study suggests a positive relationship between diversity and national economic performance/GDP per capita. Second, the result of this study suggests that participants who perceive that their living environments have high tolerance of diversity tend to have higher level of community engagement. Third, the environments with higher level of tolerance of diversity tend to have better job climates. Finally, the result suggests that diversity brings positive impacts on overall subjective life evaluation/wellbeing across nations. As discussed earlier, class is associated with happiness (Florida, 2012). Since the Creative Class is a diversity of elites, those elites tend to have higher level of subjective wellbeing. The finding of this study supports Florida's argument which addresses the relationships among diversity, class, and happiness. By supporting Florida's Creative Class Theory, this empirical study has theoretical contributions about diversity outcomes in the globalized world.

This study also has practical implications. If the results of this study suggest many positive diversity outcomes, policy makers may propose new policies to encourage tolerance of diversity in the societies. Those policies may promote a more diverse environment with better job climate, higher level of community engagement, higher level of subjective wellbeing, and better economy.

5.2.   Limitations and Future Research Directions

Although having theoretical significance, this study also has limitations. This study is a quantitative study. The researchers analyzed a corporate data set which is purely quantitative. It explores the links among diversity, economic performance, community attachment, job climate, and subjective wellbeing. However, there was no personal testimony provided as examples. Thus, future studies may use qualitative approaches, such as in-depth interviews and focus group interviews, to further explore what community residents may expect policy makers to do to manage and encourage diversity in the city or area where they live

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Appendix A: Country List

Afghanistan	Estonia	Malawi	Somaliland region
Albania	Ethiopia	Malaysia	South Africa
Algeria	Finland	Mali	South Korea
Argentina	France	Malta	Spain
Armenia	Gabon	Mauritania	Sri Lanka
Australia	Georgia	Mauritius	Sudan
Austria	Germany	Mexico	Suriname
Azerbaijan	Ghana	Moldova	Sweden
Bahrain	Greece	Mongolia	Switzerland
Bangladesh	Guatemala	Montenegro	Syria
Belarus	Guinea	Morocco	Taiwan
Belgium	Haiti	Myanmar	Tajikistan
Benin	Honduras	Nepal	Tanzania
Bolivia	Hong Kong	Netherlands	Thailand
Bosnia and Herzegovina	Hungary	New Zealand	Tunisia
Botswana	Iceland	Nicaragua	Turkey
Brazil	India	Niger	Turkmenistan
Bulgaria	Indonesia	Nigeria	Uganda
Burkina Faso	Iran	North Cyprus	Ukraine
Cambodia	Iraq	Norway	United Arab Emirates
Cameroon	Ireland	Pakistan	United Kingdom
Canada	Israel	Palestinian Territories	United States
Chad	Italy	Panama	Uruguay
Chile	Japan	Paraguay	Uzbekistan
China	Jordan	Peru	Venezuela
Colombia	Kazakhstan	Philippines	Vietnam
Comoros	Kenya	Poland	Yemen
Congo Kinshasa	Kosovo	Portugal	Zambia
Congo Brazzaville	Kuwait	Qatar	Zimbabwe
Costa Rica	Kyrgyzstan	Romania	
Croatia	Laos	Russia	
Cyprus	Latvia	Rwanda	
Czech Republic	Lebanon	Saudi Arabia	
Denmark	Libya	Senegal	
Dominican Republic	Lithuania	Serbia	
Ecuador	Luxembourg	Singapore	
Egypt	Macedonia	Slovakia	
El Salvador	Madagascar	Slovenia	