

HOW THE LIFESTYLE AND STYLE OF THINKING OF THE ROMANIANS HAS CHANGED 100 YEARS AFTER THE GREAT UNION

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DOI: <https://doi.org/10.31410/eraz.2018.673>

Abstract: *It has been a century of animated industrial revolutions that have quickly succeeded in strong beliefs, national ideas, revolutions for social justice, world wars, extremist ideologies and political utopias, a constantly changing mass media, a revival unprecedented female leadership, extraterrestrial space, genetic engineers and remote surgical interventions, invasive globalizations. Sharpened by mythologies, the need for stories, love, idealism. We live longer, but not necessarily better. We give years of our life, forgetting to give years to our life. There are people who have travelled the whole world, experiencing in a lifetime the interwar bohemia, the abusive "leadership" of the communist dictatorship (this collective bullying we have not yet trained), but also the modern, innovative, disruptive digital age. Gaps between generations are widening more and more - to the difference of only one generation, women do not marry 19-20 years old, they do not make 1-2 children up to 25 years old, but they marry after 30 years or never and have children after 35 or not at all. Later maternity, divorces, "Patchwork families" single parenthood, heterosexual or homosexual consensual unions have become a different fact.*

Remote control and the mouse are the elements which dictate world transformations. The metamorphoses of knowledge suddenly passed from the Gutenberg galaxy, through the Marconi galaxy, suddenly entering the full digital vortex, artificial intelligence assistant. The purpose of the article is to offer, from different perspectives, an image as close as possible to the truth, with no idealization, giving fatalities, which could give the Romanians a trance on the occasion of the centenary (the Romanians 100 years after the Great Union, 1918).

Key words: *Great Union, Romania, lifestyle, style of thinking.*

1. INTRODUCTION

In the year of the Centenary of Romania, we chose to make an analysis of the way we live, think and feel today, in these times of perpetual change and transformation.

It resulted in a lucid X-Ray, blotted out of any pathetic feelings, idyllic pictures, and false patriotic statements. A fairly true image of the reality we live in, impregnated by a culture of paradox, extremes, whims and victimization, collective nostalgia and lack of gratitude. A fairly true image of the reality we live in, impregnated by a culture of paradoxes, extremes, whims and victimization, collective nostalgia and lack of gratitude.

However, with a huge potential for creativity and the ability to regenerate from its own ash. And with a fabulous appetite for characters and stories. Nevertheless, these are general needs-valid for any corner of the world.

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2. IN THE CENTENARY YEAR, ROMANIA NEEDS A COUNTRY DIAGNOSIS AND A NEW VISIONARY PROJECT

Romania has reached its first 100 years. An important moment, but that must be seen through the magnification of objectivity and national introspection.

The historic decision of the Great Union in 1918 was the result of negotiations conducted by the political forces of the time, who understood that, beyond their own interests, they had the responsibility to lay the foundations for a visionary political project. In other words, they thought about the future, not about the immediate gains of the political formations they were at that moment.

Taking advantage of the favorable geopolitical context, the Romanian diplomacy placed on the table of the great European powers a daring but sustainable project. Thus, Great Romania began its journey through history.

1918 is one of the most complex historical episodes in our collective memory. An event that should be celebrated by simplicity and debate, and less by festive activities without content.

The political project of the 1918 generation was focused on modernizing the country, so Romania had to come out of the rural backward state and join the developed European states. Having the monarchy locomotive, but also a politically educated class both in the Romanian countries, but also beyond their borders, the national project began to take shape.

Unfortunately, the present shows that our understanding of this political project is still limited. Communism altered most of the Romanians' memory of the Unification of 1918. And the post-decade regime failed to fully recover this lost memory, nor to assume the responsibility of a correct and objective writing of our national history.

After the tough years of communism and a difficult transition, the Centenary actually surprised an immature nation, too poorly prepared for the next 100 years.

If the communist regime stopped Romania from its development, the post-1989 governments did not manage to think of a new country project that would put Romania back on its own development.

Even though events such as NATO or EU integration have contributed significantly to Romania's post-1989 development, today's governments have failed to propose a country roadmap with a clear target in strategic areas such as education, health, infrastructure or public administration.

Political instability, as well as deep societal cleavages, have removed Romania from the goal of genuine reform, remaining the tributary of an outdated political model.

Romania needs, first and foremost, a country diagnosis. We cannot build Romania tomorrow without an objective and reasoned analysis of the priority areas where Romania has not yielded in the past 28 years. Perhaps the truth will upset many, perhaps the pride will prevent others from accepting the situation, but as in 1918, we have the responsibility to think for the future.

Today Romania is caught between a state of national pessimism and an exacerbated populism, both of which impede us to push on the acceleration of development and Europeanization.

The Centenary is the right time for a national, transparent and unpopular national pact to secure the country's roadmap for the next 100 years. Without health, education, infrastructure, competitive economy, Romania cannot go forward. The mature nations are built through vision, and Romania, as its history shows, can have this vision once again.

1918 is a lesson of history from which we should learn, but 2018 is a time when we have to assume a democratic and European direction. In a regional context dominated by nationalism and illiberalism, the chance of Romania may even be to capitalize on the European project it is part of and transform it into a regional, economic and geopolitical reference pole. Will we be able to take advantage of this historical advantage?

3. THE FIRST COMPREHENSIVE NATIONAL STUDY THAT SHOWS HOW ROMANIANS LIVE AND THINK IN 2018

- For the first time, Romania has officially a comprehensive study measuring how the Romanians' lifestyle and thoughts have changed;
- Major changes for 2018: Romanians want to see more often with their loved ones and feel the need to engage actively for a better Romania; 3 out of 10 are already involved in volunteering, and many of them are young and children;
- Company alert: 55% of Romanians say they are willing to accept a less paid job but give them more time and less stress;
- 3 out of 10 Romanians have begun to shut down their phone and facebook in the afternoon and weekends, in order to have more quality time.

Hunters, the new division of Trends of Unlock Market Research, launches the first comprehensive national study to measure trends in the lifestyle of Romanians in 2018. The data was collected for a year and shows how people have rethought about how live, these being presented in the form of 15 social and professional trends.

Alarm signal to employers

The study shows that Romanians want to gain more time personally instead of money and are no longer content with what employers usually offer. Thus, 55% of Romanians say they are willing to accept a less paid job but to give them more free time.

During this time, Romania is going through a crisis on the labor market, when more and more companies complain that they do not find human resources, despite the salaries offered.

Romanians want to do more than they like

At the same time, the strongest trend, recognized by 65% of Romanians, is the desire to slow down the alert pace of life. People want to recover their personal time, truly enjoy it, and seek to do just the things they like, including work. Romanians are no longer willing to work over the program or over the weekend and feel that the day is too short for everything they want to do.

More quality time: we start to deal with technology dependence

Romanians are increasingly looking for peace of mind outside technology and authenticity in inter-human relationships. That is why 37% of Romanians already limit their time spent on the internet or on the mobile phone, closing them in the afternoons and weekends, and 7 out of 10 feel they are affecting their technology consumption. The reason, say sociologists: the freedom that technology offers is a false, addictive, and often wasting time.

Instead, Romanians are more concerned with the simple joys that re-connect them with everything that is human: they want to meet their loved ones more often, to play more, to stay in nature - a confirmed trend of over 61% of us. Sociologists explain the phenomenon as a reversal of technology abuse and the virtual world.

Romanians get more and more involved in making a change for the better

The study shows that we feel the need to make more sense in our lives and to do more important things. 3 out of 10 Romanians volunteer actively for social or environmental causes without being constrained. Many of them are young people and children, and they choose volunteering for recycling and nature conservation. Overall, 43% of Romanians recognize the trend towards a cleaner environment and some say they feel guilty if they do nothing for it.

The study fits the trends in four areas of major change in Romania:

1. We are struggling to remain human - a validated trend of 60% of Romanians

This means we care more, we become more empathic, and we feel the need to help. That is why we are more involved and we are solidary for a better society: we connect with others, go out on the street to protest or collect donations for charitable purposes.

The desire for a better world goes even further: 66% of Romanians confirm the need to embellish the place they live in, being increasingly concerned with the aesthetic aspect of everything that surrounds them, from home, food and even to your own body.

2. The community has a more important voice than ever - a validated trend of 45% of Romanians

The Romanians have discovered what a community means and what its power is. 6 out of 10 Romanians recognize the desire to gather around a common goal to have a real impact in the world. On Facebook or on the street, people have learned to form naturally as a group, to trust each other and to collaborate more, believing that they can change their lives for the better. The Romanians have realized that the people around them are ready to get involved in a cause.

We are no longer ashamed to be Romanian

41% of Romanians believe that Romania has begun to count on the world map. According to their statements, they are no longer ashamed to be Romanian, and they believe that national identity has gained reputation and became a reason for pride. Romanians have begun to support everything that is of local value and to buy Romanian products just for this reason.

3. Traditional roles have been redefined - a confirmed trend of 59% of people

The Romanians have begun to abandon the customs and to put a price on their personal choices: they no longer live according to traditional standards, but as they wish. They marry harder, decide later to have children and choose to work in forms that make them feel free, for example as freelancers.

A strong trend, validated by 66% of Romanians, is that people began to live younger regardless of their age or social situation. Thus, more and more elderly people extend their active life by committing to even 70 years of age, enter the internet and have facebook accounts, do sports and go on holiday.

Generations are also exchanging lessons - a trend validated by 62% of Romanians. Young people teach their grandparents to use technology, and they in turn help them find out what value and depth are.

In terms of gender relations, the roles of women and men are redefining, a trend confirmed by 56% of Romanians. Today, they have become partners who can also do some activities that before seemed only for women. For example, men take paternity leave, while women are the head of the family.

Personally, 6 out of 10 Romanians say they see more and more people investing in self-improvement. The Romanians have begun to refrain from taking a faculty at the age of 40, to learn Japanese on their own initiative, to dance or to cook. Sociologists explain by increasing competitiveness to maintain a role in society and remain important to others.

4. Romanians want to slow down - the strongest trend, confirmed by 65% of Romanians

The Romanians began to be disturbed by the pressure to run unnecessarily. They want to recover peace of mind, to gain more time for themselves, giving up things that suffocate or are not strictly necessary. People are looking for an inner balance and more and more are ready to give up even higher wages, just to get it.

Consequently, limiting technology consumption to gain quality time is an important trend stemming from this need, which is confirmed by 71% of Romanians.

Another trend validated by 56% of Romanians is the limitation to the comfort zone: people plan more, look for the best deals on the market and make savings, considering that financial stability is more important than financial progress. Romanians have started to opt for safer jobs, which guarantees them a salary that covers their basic needs, but instead offers less stress.

The trends are based on an extensive qualitative and quantitative study that has been conducted continuously over a year on a representative sample for Romania and is a product of the new trend division Hunters by Unlock Market Research.

The research consists of two parts: the first examines the Romanians' perception of the trends they identify around them, and the second shows to what extent they apply them in their own lives. The full-study is available on request at Unlock Market Research.

It can be customized to certain categories and helps business, marketing, and communication professionals identify how they can address the consumers they are addressing. The complete package includes the study, customized business workshop and focus groups.

4. CONCLUSIONS

In the Centenary Year, the Romanians chose to make an analysis of how they live, think and feel today in these times of perpetual change and transformation. The study shows that the traces of the anxiety that the Romanians had in the past were becoming more and more vague. We now see figures, officially documented, that Romanians are no longer afraid, and now have a new direction in which they want to do everything to reach peace of mind. Romanians are in a period of searching for personal good and they will change the way business, communication, or politics is done in Romania.

Romania is in an alert and continuous change. We feel it around, but now we understand it in figures. Here is the first comprehensive study that measures trends in Romanian, starting from the idea that understanding rapid changes in lifestyle and consumer habits is a key component in the development of any business.

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