



Supplementary Notebook (RTEP - Brazilian academic journal, ISSN 2316-1493)

FEATURES OF THE RELATIONSHIP OF EXTERNAL AND INTERNAL VALUES OF THE GENERATIONAL COHORTS

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Abstract: The article defines the importance of the value characteristic of society, which allows you to determine the content of the value field of each individual generation, as well as the value foundations of modern society, subject to changes as a result of historical and cultural development. It is indicated that the structure of the value field of generation groups includes external and internal values. There is a pronounced significance of external values in relation to internal values, which creates a conflicting relationship between the significance and the possibility of realizing the values of various generation groups. In the context of the constant dynamics of social development, the structure and value content of various generation groups are being transformed, which requires the study of the value foundations of modern society.

Keywords: generational cohorts; older generation; middle generation; younger generation; external values; internal values; conflict of importance and implementation of values.

INTRODUCTION

Despite the sufficient elaboration of the axiological problematics, studies of the value foundations of modern society are still relevant and in demand in social psychology. With a stable number, values are subject to dynamics, manifested in a change in their content and the ratio of significance and possibility of implementation, which is determined by the peculiarities of the historical stage of society. The changes in mass consciousness, established during interdisciplinary research, make it possible to fix social tensions that require directional vector influence. The study of the values of different generational cohorts formed in different socio-economic and historical conditions allows us to identify their behavioral attitudes [3, p. 79].

CONDITIONS, MATERIALS AND METHODS OF RESEARCH

The System of Values by O.I. Motkov and T.A. Ogneva allows to reveal the significance and the possibility of implementing values by representatives of different generational cohorts [2, p.82]. This technique is based on the theory of self-determination by E.L. Deci and R.M. Ryan, assuming freedom of human behavior, independent of intrapersonal processes and external influence [4, p. 9]. The System of Values by O.I. Motkov and T.A. Ogneva determines the significance of external and internal values, as well as the possibility of their implementation using a five-point scoring.

This technique allows us to identify the level of conflict between the significance of the value and the possibility of its implementation at the level of external and internal positions, which allows us to identify the reasons for their occurrence [2, p. 83]. The sample for the study of values is characterized by the participation of three generational cohorts. The youngest of them are young people aged 18-35, the middle generation is represented by respondents aged 35-60, and the older generation includes respondents over 60 years. The research sample includes 69 respondents. The obtained data was processed using arithmetic means characterizing the importance of internal and external values and the degree of their implementation.

RESULTS AND DISCUSSION

The level of significance of external values of the three designated generational cohorts is shown in Figure 1.

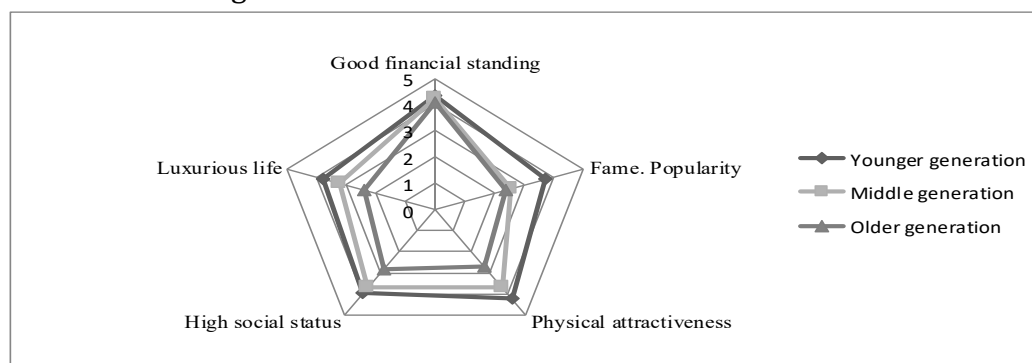


Fig.1. The significance of external values of the younger, middle and older generational cohorts.

‘Good financial standing’ is significant for all the studied generation groups. For the younger generation, $A_{\text{mean}} = 4.3$; for the middle generation, $A_{\text{mean}} = 4.2$; for the older generation, $A_{\text{mean}} = 4.1$, which characterizes the consumer society, as well as the desire for a higher level of material prosperity. According to R. Inglehart, importance is attached to what is desired, but not satisfied and once satisfied, becomes of little importance [1, p. 11]. ‘Physical attractiveness’ shows a high level of significance among respondents of the younger generation group with a value of $A_{\text{mean}} = 4.2$, which is due to the age-related susceptibility of young people to public stereotypes of physical attractiveness, which, if they do not correspond to them, leads to the manifestation of social deficits. The significance of this value decreases while reaching a venerable age, which is confirmed by the data from the older generation cohort, where $A_{\text{mean}} = 2.7$.

'High social status' seems to be significant for the younger generation group with $A_{\text{mean}} = 3.9$, and for the respondents of the middle generation - $A_{\text{mean}} = 3.6$. The significance of 'high social status' is an achievable value that characterizes the priority field of the younger and middle generations, since young people face the task of professional development and further professional implementation. The value field of the younger generational cohort characterizes the significance of 'fame and popularity' with $A_{\text{mean}} = 3.7$.

As communication channels that contribute to the growth of ties in society expand, the importance of 'fame and popularity' increases, which is directly related to the achievement of material well-being. 'Fame and popularity' in recent years has shown growth due to the emergence of PR professionals. The relation between 'fame and popularity' is manifested not only with the value of 'material well-being', but also with 'luxurious life', which is quite pronounced among young people with $A_{\text{mean}} = 3.7$. In the value field of other generational groups, this value is represented to a lesser extent and is $A_{\text{mean}} = 3.2$ in the middle age cohort, and $A_{\text{mean}} = 2.4$ in the older age cohort.

The formation of a hierarchy of preferences in the value field of generational cohorts occurs under the influence of the media, replicating the images of famous contemporaries demonstrating a luxurious lifestyle. As a result, we can conclude that external values are interconnected and form their own hierarchy for each age group under the influence of the socio-cultural and economic situation. The significance of external values for each generational cohort seems to be different. Young people show the greatest degree of manifestation of external values with $A_{\text{mean}} = 4.0$. The significance of external values for the middle generational cohort is $A_{\text{mean}} = 3.4$, and the older one shows the least importance of external values with $A_{\text{mean}} = 2.8$. Figure 2 shows the implementation of external values by represented generational cohorts.

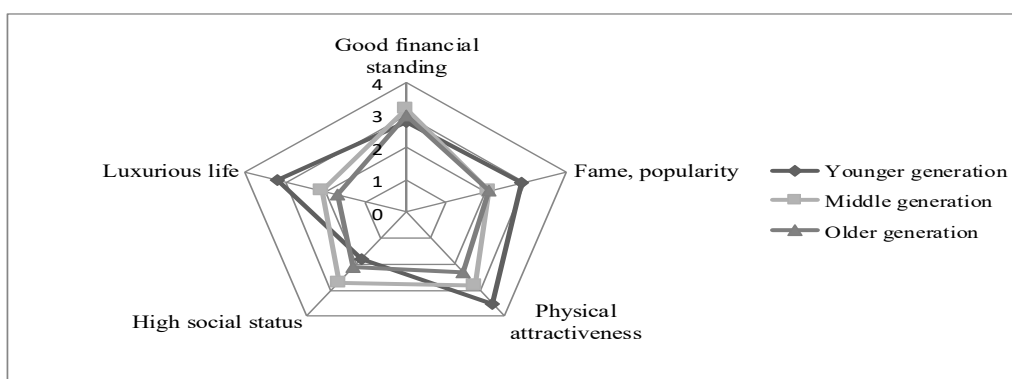


Fig. 2. The possibility of implementing external values by younger, middle and older generational cohorts.

The possibility of implementing external values by generational cohorts is evaluated by identifying the level of conflict in their implementation (K_{ext}). If the significance of the value is higher than the possibility of its implementation, then there is a value conflict [2, p. 83]. The ratio of the significance and the possibility of implementing the value of "good financial standing" shows a conflict of values among the younger generation, where $K_{\text{ext}} = 1.5$. The older generation also shows a value conflict at the level of $K_{\text{ext}} = 1.1$. The smallest conflict is observed in the middle generation group at the level of $K_{\text{ext}} = 0.9$. As a result, we can conclude that the younger generational cohort is less able to implement 'good financial standing'. The middle

generation shows the significance and the possibility of achieving "physical attractiveness" with a greater degree of conflict, which means less possibility for implementation with the value of $K_{ext} = 0.9$. The older generational cohort shows less conflict in terms of 'physical attractiveness' with $K_{ext} = 0.35$, which can be explained by a lesser degree of pretentiousness regarding physical attractiveness. The average degree of conflict in terms of significance and implementation of 'physical attractiveness' relative to other generations is shown by young people with $K_{ext} = 0.7$, which indicates the relative satisfaction of claims to appearance among representatives of the younger generation group.

A high manifestation of conflict in terms of the possibility of implementation and the ratio of 'high social status' is shown by young people with $K_{ext} = 2.14$. This fact testifies to the small possibility at the moment of achieving the desired social status, which is possible through training and professional development, as well as in the presence of a high significance of achievement motives in the value field of a young person. Not only the older generation ($K_{ext} = 0.7$), but also the middle generational cohorts with $K_{ext} = 0.9$ show less conflict in the significance and implementation of 'high social status'. The conflict of 'luxurious life' is less pronounced in young people with $K_{ext} = 0.5$. The conflict of the significance and implementation of this value in the older generation group is represented by the value $K_{ext} = 0.7$, and in the middle generation it is represented by the value $K_{ext} = 1.1$.

The presented indicators testify to the greatest realization of young people's ideas about a luxurious life in the younger generation group. The younger generation shows the most pronounced conflict of significance and implementation in terms of 'fame and popularity' with $K_{ext} = 0.8$. In the middle generation, the conflict on 'fame and popularity' is represented by the value $K_{ext} = 0.45$, and the least significant is the manifestation of conflict among the older generation with $K_{ext} = 0.23$, which is associated with a lesser significance of this value for the older generational cohort.

The analysis of the conflict of significance and the possibility of implementing external values revealed its greatest manifestation among young people with $K_{mean.ext.} = 1.2$. The middle generation shows the conflict of external values with $K_{mean.ext.} = 0.8$. And the older generation to the least degree expresses the conflict of significance and implementation of external values with $K_{mean.ext.} = 0.6$. In general, the level of the ratio of the significance and implementation of external values in the studied generational cohorts is represented by the mean value, where $K \geq 0.9 - 1.49$. During this study, the values of generational cohorts were presented in the context of the external and internal axes, which made it possible to determine differentiated indicators for the manifestation of the significance of internal and external values. It should be noted that the internal values in general are altruistic and represented by the creative self-expression of the individual, his/her internal development. The results of the study on the importance of internal values for representatives of different generation groups are presented in Figure 3.

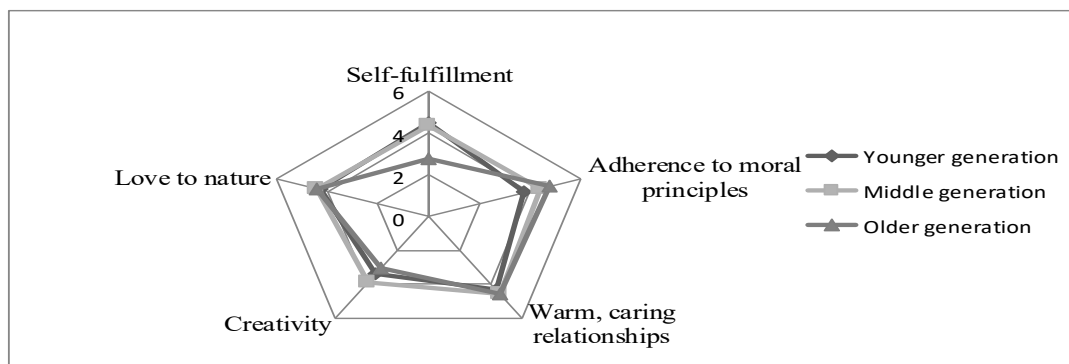


Fig. 3. The importance of intrinsic values for generational groups.

The analysis of the significance of internal values for the younger generation showed the priority of 'self-development' with $B_{mean} = 4.5$. The significance of this value is determined by the tasks facing young people associated with obtaining a profession and the desire for professional fulfillment. This value is also quite close in importance for the middle generational cohort with $B_{mean} = 4.4$. The older generation cohort, in connection with the completion of the labor activity by the main part of the respondents, shows the significance of 'self-development' with $B_{mean} = 2.8$. The older generational cohort shows to a greater extent the significance of 'adherence to moral principles' with $B_{mean} = 4.8$. As age decreases, there is a decrease in the importance of adherence to moral principles with $B_{mean} = 4.4$. Young people show 'adherence to moral principles' at the level of $B_{mean} = 3.8$.

To the same extent, the older and middle generational cohorts show the importance of 'warm and caring relationships' with $M_{mean} = 4.6$. This value is no less significant for respondents of the younger generation with $B_{mean} = 4.3$. The internal value - 'love to nature' - as universal for a person, shows his connection with nature and in this study is equally significant for respondents of all generation groups with $B_{mean} = 4.5$. The significance of 'creativity' is shown to the greatest extent by the respondents of the middle generational cohort: $B_{mean} = 3.9$. Young people have a fairly close indicator of the significance of 'creativity': $B_{mean} = 3.4$. Among the representatives of the older generational cohort, the significance of 'creativity' is presented at the level of $B_{mean} = 3.1$. The results obtained during the study are presented in Figure 4.

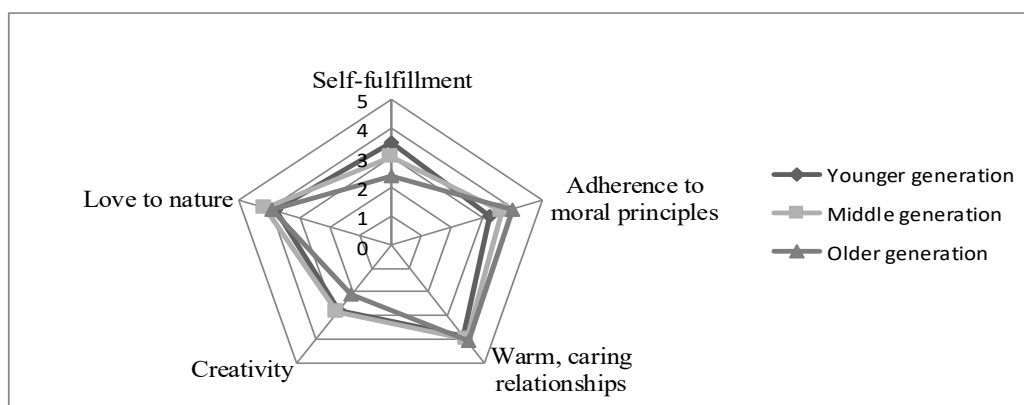


Fig. 4. Implementation of internal values by generational cohorts.

During identification of the existing conflict of significance and the

implementation of the respondents' internal values, it was revealed that the older generational cohort implements 'self-development' in relation to other age groups to a greater extent with $K_{int} = 0.5$, since the younger generation shows the level of correlation of significance and the possibility of implementation of 'creativity' with $K_{int} = 1.1$ and the older generation group with $K_{int} = 1.3$. The degree of conflict of 'adherence to moral principles' is manifested to the same degree, both in the middle and older generational cohorts, with $K_{int} = 0.8$. At the same time, respondents of the younger generation show less conflict with a value equal to $K_{int} = 0.6$

'Warm, caring relationships' is implemented by all generational cohorts with a fairly close level of conflict of significance and implementation: young and older generational cohorts with $K_{int} = 0.5$ and the middle generational cohort with $K_{int} = 0.6$. 'Love to nature' is implemented to a greater extent by the respondents of the middle generational cohort, where the coefficient of the conflict of significance and implementation is equal to $K_{int} = 0.3$. Representatives of the younger generation show the level of conflict of significance and implementation of 'love to nature' with $K_{int} = 0.6$. The respondents of the older generational cohort have a conflict of significance and implementation of this value with $K_{int} = 0.5$.

Young people are those who show the implementation of 'creativity' to the least extent in relation to other generational groups at the level of $K_{int} = 0.7$. On the contrary, the respondents of the middle generational cohort have the lowest level of conflict of significance and implementation of 'creativity' with $K_{int} = 0.3$. The older generational cohort implements 'creativity' at the level of $K_{int} = 0.5$. The analysis showed the ratio of the significance and implementation of a group of internal values by the younger generational cohort at the level of conflict, with $K_{mean.int.} = 0.7$. The ratio of the significance and implementation of internal values among the respondents of the middle generational cohort is equal to $K_{mean.int.} = 0.8$. In the older generational cohort, the level of conflict in the significance and implementation of internal values is $K_{mean.ext.} = 0.6$.

Thus, among the respondents, younger and older generational cohorts during the study show the least conflict between the significance and implementation of internal values, where $K \geq 0.0 = 0.89$. The study involved calculating the ratio of the significance of external and internal values, which is represented by the index $A:B = 0.97$ for the younger generational cohort. The middle generational cohort shows an index of the ratio of external and internal values at the level $A:B = 0.79$ and the older generation group has a ratio index equal to $A:B = 0.73$. Determining the ratio of the significance of internal and external values revealed the prevalence of the significance of external values. At the same time, young people have the largest interval among generational groups in the ratio of internal and external values. These indicators confirm the ongoing processes of adaptation during the formation of the value field of the younger generation, which are characterized not only by the processes of transformation of values, but also by a change in their hierarchy under the influence of socio-economic and historical conditions [6, p. 152].

Also, during research, the ratio of the implementation of internal and external values was determined, which shows the tendencies of the prevalence of the implementation of external values. Young generational cohort shows an index of the ratio of the implementation of internal and external values equal to $C:G = 0.82$. The middle generation has a ratio index equal to $C:D = 0.73$, and the respondents of the older generation group show the ratio of the realization of external and internal values at the level of $C:D = 0.68$.

CONCLUSIONS

The analysis revealed a low level of conflict in the ratio of the implementation of internal and external values by generational cohorts $K \geq 0.0 - 0.89$. Young people show the largest interval of the ratio of the implementation of internal and external values, which in turn confirms the earlier data on the processes of the formation of the value system in the younger generational cohort. At the same time, the values of other generational cohorts also show the ongoing processes of adaptation to constantly changing socio-cultural conditions, but they proceed less intensively. The ratio of the significance and the possibility of implementing values is characterized by the presence of an incentive for implementing the significant values. This fact is positive, which is especially significant for the younger generation group, whose values are at the stage of formation [5, p. 14].

It is worth noting that significant inconsistency and conflict between the significance and implementation of values gives rise to inconsistency in people's behavior, the predominance of external stimuli and alienation of the individual, passivity and impersonality. In the case of a pronounced conflict, which characterizes the inconsistency of the significance and implementation of values, there is an impersonal and passive personality against the background of a significant predominance of the significance of external values. In this regard, a constant analysis of the ongoing value transformations in the structure of the value field of generational cohorts is required.

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