

TRANSFORMATION OF LIFE AND PERSONAL VALUES SYSTEM OF MODERN UKRAINIAN YOUTH

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Abstract. *The realities of modern Ukrainian's life at this historical moment of the struggle for independence in the conditions of social tension are quite complex and uncertain. Ukrainians are losing not only their material wealth, but life and personal values are changing in their minds. Everything that was important a year or two ago is not a priority now. The change of values, the search for a new meaning of life is one of the main fundamental principles of the modern Ukrainians' life. The main social task for every citizen is social and personal self-determination, as well as the active formation of a new worldview. Each individual is capable of realizing the value of his own life, as well as the lives of the people around him, based on his own worldview and his place in society. The formation of a person's ideas about values and value orientations presupposes their understanding and filling with specific content. The formation of values among modern Ukrainian youth occurs due to their connection with the outside world, the variety of social relations in which they are, and due to the knowledge of their own experiences. The main research methods: observation, survey, statistical analysis. The article emphasizes the identification of changes in personal values and value orientations of the youth of Ukraine. The main results of the research give reasons for asserting that the*

phenomenon of searching for life and personal values by a young person is one of the priority areas of scientific research. Due to the search, determination of the main and reshaping of the established value orientations of the modern youth of Ukraine, the worldview and meaning of life are changing. It is safe to say that such changes will help build own life path as a holistic process, as well as make one's abilities and opportunities of the environment as much as possible in solving life problems and achieving important goals. The author's interpretation of the terms "life values", "personal values", "value orientations of Ukrainian youth" is proposed.
Keywords: *life values, modern Ukrainian youth, personal values, value orientations of Ukrainian youth.*

Introduction

The transformational processes in Ukraine, which are characterized by serious changes in the development and defense of the state, have actualized the problem of forming values and value orientations of modern Ukrainian youth. The society must be clearly aware that the peaceful future of Ukraine depends on the level of development of the spiritual culture of young Ukrainians, their outlook on life and practical actions.

Taking into account the current cardinal changes in Ukraine, the objective and subjective factors of the historically complex social development of the state, it is necessary to analyze, forecast and influence the process of forming values and value orientations of modern Ukrainian students. As practice shows, the problem of forming spiritual values and value orientations of young people is also relevant because students can act as a driving, active force of social and political changes in the state.

Depending on what values are invested in these changes, what value orientations are formed, the future of Ukrainian society, its spirituality, culture and directions of socio-political transformations of the country will largely depend. That is why the presence and level of formation of value orientations of the individual are important. Society is interested in democratic values and culture.

The theoretical background

The formation of the individual as an independent and sovereign subject caused the growth of such forms of rationality, the foundation of which is a conscious choice of the idea of the Universe.

The construct of values became the subject of many scientists' attention. In the context of our research, works devoted to the problems of forming values and value orientations of youth are important. In particular, in the research "Personality traits and personal values: a conceptual and empirical integration" (Olver, Todd, & Mooradian, 2003) it is emphasized that "personality traits are largely endogenous characteristics, while personal values are learned adaptations

strongly influenced by the environment. Thus, these constructs appear to address nature and the interaction of nature and nurture, respectively" (Olver et al., 2003). The determining influence of the environment on the change of personal values is also revealed in other studies (Bardi & Schwartz, 2003; Rohan, 2000; Hoi-Wing, 2020; Aydin, Bagci, & Kelesoglu, 2022). The most promising in terms of our research are the views of Russ Harris on this issue. The author considers *the concept of values as deep human desires regarding the nature of interaction with the world, with other people and with oneself*. Values are a reflection of what a person wants to develop in his life, in the structure of his personality, what he wants to defend. It is values that set a certain direction for life (Harris, 2019).

In the works of the authors who investigate the problems of social unrest, *the values revealed in the citizens of Ukraine during the Russian aggression* are determined. In particular, the values of territorial integrity, attachment to Ukraine's territorial sovereignty through non-military means, national dignity, affective attachment to Ukraine's autonomy, the value of the sovereignty of Ukraine (Howlett, 2022; Murphy, 2022).

The basis of our work is also the study of the mental health crisis of young people and its impact on life and personal values. Thus, the immeasurably adverse consequences against the background of high rates of COVID-19 transmission, morbidity and mortality, will make people particularly susceptible and will seriously harm mental health in the coming years (Kalaitzaki & Tamiolaki, 2022). The authors also explore the possibility of "posttraumatic growth" (PTG) as a positive changes that an individual can feel inside, in others, and in the world as a result of dealing with life adversities. PTG covers spiritual and personal changes, opening up new opportunities, rethinking of oneself, others, events, appreciation of life, etc. (Tedeschi & Calhoun, 1996; Kalaitzaki, Tamiolaki, & Tsouvelas, 2021; Mohsen et al., 2021; Kalaitzaki & Tamiolaki, 2022).

So, Ukrainian society is in a transition period, in this regard, we have to teach the young generation to survive in the rather harsh conditions, and, at the same time, to educate a peculiar spirit, culture, morality and, in the process of transformations, to adapt to the new time. The Law of Ukraine "On Higher Education" (Article 26) provides that one of the main tasks of a higher education institution is "personality formation through patriotic, legal, ecological education, confirmation of moral values, social activity, civic position and responsibility, a healthy lifestyle, the ability to think freely and self-organize in modern conditions" (Zakon Ukrayiny Pro vyshchu osvitu, 2014). At the same time, taking into account modern civilization and ethno-national processes, the needs of society, the experience of other countries, patriotic, national-patriotic education of youth in Ukraine needs significant strengthening and improvement.

The need to find the meaning of life is reflected in the fact that the activities of student youth will not correspond to their own capabilities and will not be directed to the future without the emergence of values that determine the meaning

of existence for them. General worldview searches of students are reflected in the construction of life plans, which is very important in the process of formation of the motivational sphere of the individual. It is not only the complexities of social life that provoke interest of individual in the problems of the life meaning. This interest is formed in the process of person's socialization, his involvement in the norms of life and culture of society, in the process of learning and assimilation of experience accumulated by previous generations, as well as in the process of communication with other people.

The fate of the country, its national interests, as well as the value orientations that are formed in today's youth largely depends on the extent to which the young generation is nationally conscious, patriotic, ready to take responsibility for the development and preservation of the spirituality and cultural achievements of the Ukrainian state, to actively join to social processes, how effectively it participates in the process of socio-economic and political transformations.

The definition of "value orientations" was proposed by Dr. Vira Dub.

Value orientations are elements of the internal (dispositional) structure of the personality, formed and fixed by the life experience of the individual during the processes of socialization and social adaptation, which separate the essential from the non-essential for a specific person by accepting or not accepting certain values, which are perceived as content and basic life goals, as well as those ones determined by acceptable means of their realization (Dub, 2015).

In the dispositional structure of an individual, value orientations form a higher (as a rule, conscious – in contrast to social institutions) level of the hierarchy of attachment to a certain perception of life conditions, their evaluation and behavior both in the actual (here and now) and long-term (first of all) perspective.

Value orientations are most clearly explained in situations that require responsible decisions that have significant consequences and determine the future life of an individual. *Value orientations* ensure the integrity and stability of the individual, they determine the structure of consciousness, programs and strategies of activity, value orientations control and organize the motivational sphere, instrumental orientations to specific objects and (or) types of activities and communication as a means of achieving the goal.

Therefore, *value orientations* are, first of all, giving preference to or rejecting a certain content of the beginnings of life organization and the readiness to behave accordingly.

In this case, the content included in the concept of "value orientations" corresponds to the primary meaning of the word "orientation" as a determination of one's location in space. We can define *value orientations* as a certain general orientation of the interests and aspirations of the individual; the hierarchy of individual preferences and patterns; targeted and motivational programs; level of preferences; an idea of the reality and the mechanisms of selection according to

the criteria of significance; degree of readiness and determination (volitional components) to implement one's own "project" of life.

Value orientations are manifested in the ability to structure life situations, in decision-making and the ability to get out of problematic and conflicting situations by evaluating what a person puts on oneself or others. This can be traced to the lines of behavior chosen in existential and morally significant situations, the ability to cause and change the dominants of personal activity. The integrity and consistency of the system of value orientations is an indicator of the stability and autonomy of the individual. Accordingly, contradictions in the value system testify to the marginality of the individual, which is fixed on the inability to evaluate and make decisions or, on the contrary, to think only in stereotypes.

Value orientations of a person not only determine the motivation of individual behavior, but they are component of an individual's worldview. Since the interest to student youth as an important factor in the political life of society is constantly increasing, the education system should obviously focus on the humanities contributing to the formation of the necessary for society value orientations of students, because youth is a real political force.

Let's consider the value orientations of Ukrainian student youth.

Young people are characterized by a reevaluation of values characteristic, their moral views are just being formed and structured, a characteristic focus on the future, physical and mental abilities that create certain arrogance, often turn into self-confidence. To analyze complex environmental phenomena, students often lack the flexibility and life experience of older generations. The presence of youthful maximalism and a high level of emotional excitement make this period in life quite difficult, but it is precisely in this period that value orientations are clarified and formed.

Studying the value orientations of this age group, researchers discovered such a pattern by 2022: young men prioritized their hobbies and interests, career and profession, money, and girls prioritized relationships with the opposite sex, family, and health in the family. In these features, first of all, social expectation is manifested.

According to the data of 2016, Ukrainian youth identified as equivalent for their value profile such judgments as (a) "find time to learn something for themselves and improve their abilities" /average score - 4.0/, and (b) "make maximum efforts, so that others admire their achievements" / average score - 4.0/, and (c) "to be a wealthy person", building over these most important life perspectives an "umbrella" that proclaims freedom / average score - 3.0 /, and (d) "demonstrate own opinion different from other people, be the owner of their ideas" / average score - 4.1/ (Dmytruk, Padalka, & Kireyev, 2016).

Value orientations are a dynamic phenomenon, as each new generation assimilates the values of the previous generation through the prism of its own perception, adding its own values. Youth of the last decade of the 20th century

and the beginning of the 21st century found themselves in a double situation: on the one hand, this generation was still brought up on "old" principles, and on the other hand, it is entering adulthood under the new conditions, which require the abandonment of many things learned earlier.

We believe that the value orientations of each individual are a set of values and goals inherent only to this person, which he chose as fundamental for his life. The peculiarity of this need lies in the uniqueness of its understanding by each person, and therefore it is impossible to define ready-made clichés of the most successful goals of existence, which creates difficulties in their study and development. Modern student youth are in extreme conditions: changes in the socio-economic situation are accompanied by global crises - a crisis of value consciousness, a crisis of spirituality, an economic crisis. Young people have to decide for themselves what is more valuable - enriching oneself spiritually or acquiring a high qualification, which provides the opportunity to adapt to new conditions; denial of former moral standards or flexibility and adaptation to the new reality; complete freedom of interpersonal, gender relations or family as a guarantee of successful existence, etc.

Methodology, organization and results of the research

In order to determine the transformation of the system of personal values and value orientations of Ukrainian youth the method of research of value orientations "Personality Profile" (PVQ-R) by Shalom Schwartz was chosen (Schwartz, 2016). The advantage of this method is the possibility to diagnose the structure of value orientations of both an individual and a group of respondents as a whole by determining the average value. A version of the questionnaire adapted by the authors was used to determine the personal values and value orientations of the respondents.

548 bachelor students, aged 17 to 23, who are studying at various institutions of higher education of Ukraine (Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University, Mukachevo State University, Khmelnytskyi Humanitarian and Pedagogical Academy, and Mariupol State University) took part in the study. The survey was conducted anonymously, online, without a time limit. Students were asked 40 questions, each corresponding to one of ten types of values: conformity, tradition, independence, kindness, hedonism, universalism, stimulation, achievement, power, and security. The survey was preceded by the following instruction: "Below are statements about some people. Read carefully and choose the answer that best describes you."

The results of the survey were processed by applying methods of mathematical and statistical processing: the method of comparing average values, the method of ranking.

The calculation of the results was preceded by the conversion of the scale of

the questionnaire into points, namely: "Very similar to me" - "4" points; "Just like mine" - "3" points; "Almost like mine" - "2" points; "A little not like I have" - "1" point; "Not like mine" - "0" points; "Not at all like I have" - "-1" point. Further data processing was carried out by correlating respondents' answers with the data processing key. Data analysis involved calculating the average score of the answers chosen by each respondent. Processing was carried out separately for each of the ten types of values. The value of the average score in relation to others made it possible to compare the degree of manifestation of the specified values for each respondent separately.

According to the average scores for each type of values, their rank ratio was determined. Each type of value was assigned a rank from one to ten. The first rank was assigned to the value type with the highest average score, the tenth rank was assigned to the value with the lowest average score. Thus, a rank from 1 to 3 determined a high degree of importance of the value for the respondent, and a rank from 7 to 10 determined a low significance of the corresponding values for students.

Data processing was carried out using SPSS Statics 17.0 for Windows and Microsoft Excel. The obtained research results are presented in Table 1.

Table 1 Ranking values of the criteria for the selection of values in higher education applicants (created by the authors)

№	Criteria	Priorities
1	Security	2.8
2	Tradition	3.0
3	Universalism	3.5
4	Stimulation	5.6
5	Independence	4.2
6	Hedonism	5.5
7	Kindness	4.1
8	Achievement,	4.3
9	Power	8.7
10	Conformity	4.7

The analysis of the obtained data gives grounds for asserting that the magnitude of the ranks occupied by the values allows us to draw a conclusion about their relative importance for students. Respondents give a significant preference to the value of security (indicator 2.8), which is relevant for Ukrainian youth in conditions of social unrest. Therefore, the feeling of peace, freedom, dignity, tranquility, love for others and the Motherland, harmony, stability in society and relations are the primary values for Ukrainian students.

Also, the value of traditions (indicator 3.0) and the value of universalism (indicator 3.5) have acquired a high degree of importance for modern youth in

Ukraine. Thus, the value of traditions is determined by the traditional way of behavior, the desire for group solidarity and unity of views. Patriotism and national dignity are manifested in the recognition of one's own traditions, observance and popularization of the customs and ceremonies of the Ukrainian people. The value of universalism is manifested in the form of tolerance, protection of the well-being of all people and nature.

Values such as: kindness, independence, achievement, conformity, hedonism and stimulation, acquired an average degree of importance for the respondents.

The value of kindness (indicator 4.1) is defined in the desire to preserve the well-being of people with whom the young person is in frequent personal contact, the life of those you love, friendship, mutual support, showing honesty, responsibility, indulgence, creating friendly relations, etc. The defining goal of the value "Independence" (indicator 4.2) is manifested in the autonomy of thinking, independent choice of actions, creativity and research activity, the desire to acquire autonomy and independence.

Thus, the value of achievement (indicator 4.3) characterizes the desire of young people in Ukraine to achieve success, to realize ambitious plans for the future, to become a competent person in a specific matter, to become a socially competent person and to receive social approval.

Conformity as a value (indicator 4.7) defines the desire to limit, stop actions, inclinations and aspirations that can cause harm to others or do not meet social expectations.

Hedonism as a value (indicator 5.5) characterizes the degree of youth satisfaction with life.

The value of stimulation (indicator 5.6) determines the respondents' need for deep and diverse experiences to maintain an optimal level of activity.

The value of power gained low significance (indicator 8.7), which is determined by the desire to achieve social status and prestige, the desire to control and dominate people. It is worth noting that the problem of political choice, social status and prestige is ambiguously perceived by the consciousness of modern Ukrainian youth. Thus, 10.6% of respondents categorically determined that the value of power is unacceptable for their personality ("Not at all like I have"); 25.2% of respondents noted the absence of any desire for power ("Not like mine"). The highest percentage indicator was recorded for the answer option "A little not like I have" (27.7% of respondents); 18.8% of young people characterize the value of power as being almost in line with their value orientations. 10.6% consider the value of power to be acceptable for them ("Just like mine"). However, only 7.1% of respondents indicated the value of power, which is of significant importance. Therefore, the distribution of percentage indicators by the value of "power" defines it as one that is not leading among the youth of Ukraine

Conclusions

Therefore, the value orientations of today's student youth will determine the way of life tomorrow. Studentship, which will strive to study the past, will better perceive the present, will confidently model its future. Each new generation draws its norms and principles of ideology and culture of its society from the experience of previous generations. Therefore, it is impossible to create a new and original system of values, spontaneously produced by modern youth. It can only be about specific perception and selection of existing values, about the positive influence on own experience of the formation and development of value orientations among Ukrainian student youth. We note that the development and outlook of Ukrainian youth in modern conditions is undergoing significant changes. It is debatable that compared to the previous decade young people are becoming more politically active and conscious in defining their own values and orientations, and they are beginning to orient themselves in the features of modern society. The obtained scientific results in general testify to the value attitude of Ukrainian student youth to such institutions as the state, nation, family, language, faith, history, culture. The students of higher education confirmed their understanding of the importance of the Ukrainian statehood existence, the sovereignty and territorial integrity of the native country, the national foundations of the development of Ukrainian society. The priority values for Ukrainian youth are love for others and the Motherland, security, freedom, dignity, mutual support, and the life of those you love.

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