PERSONAL VALUES IN THE STRUCTURE OF THE SOCIAL ENVIRONMENT AND PROFESSIONAL ACTIVITY

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Abstract. *This article presents the results of a research on the impact of the values system of personal attitudes and values of the individual to choose a profession, as well as subsequent impact of this choice on the social environment in general. For our work, we used the following methods: pedagogical experiment, test and other methods for determining values in the structure of the personality (Methodology M. Rokeach, Sack's Sentence Completion Test, projective test methods «Tree of values», «I-real / I-ideal»).*
During the experiment, we also turned to the method of interviewing students (last courses of bachelor's and master's degrees) and working professionals in the educational environment to determine the impact of personal values on professional competence.
We were able to determine the features of professional activity understanding of the social development needs in the educational environment, its strengths and weaknesses for the formation of the social order of the state and the individual, as well as ways to improve the social environment on the basis of the proposed forms of work with the values of a future professional.
Keywords: Personal Values, Profession, Professional activity, Social Environment, Values.

Introduction

The modern world as we know it now has been shaped for generations and each new turn in history has changed society, changed perceptions of the world and changed values. What the world will be like after 2019 will also depend on human values, their acceptance by each nation and each individual. But in general, contemporary human values are a rather «stable object».

For instance, analyzing the information web portals of modern science we can note that the issue of values research is one of the most popular (Table 1). If we take the search engine ScienceDirect from Elsevier B.V., this database provides descriptions of 8,293,795 scientific publications in the period from

1997 to 2021 inclusive for the search query «values». For «personal values» the number of publications is much lower, at 1,050,081, but this does not narrow down the range of information for the consideration of our research questions. In addition, most of the material is related to earth sciences, materials, management, business and medical issues. That is why we turned to a relatively new scientific database, which is no less actively used in the modern world, but at the same time has more open access and correlates quite well with the previous database - it is Google Academy.

Table 1 **Comparative Analysis of Quantitative Indicators of Publications on the Research Subject (data as of 30.01.2021)**

№	Search request	ScienceDirect from Elsevier B.V.		Google Academy	
		1997-2020	**2019-2020**	**1997-2020**	**2019-2020**
1.	values (English)	8 293 795	1 067 799	7 730 000	600 000
2.	values (Russian – «ценности»)	Search not available		1 280 000	23 600
3.	values (Ukrainian – «цінності»)			241 000	16 100
4.	personal values (English)	1 050 081	118 413	5 030 000	172 000
5.	personal values (Russian – «ценности личности»)	Search not available		952 000	15 700
6.	personal values (Ukrainian – «особисті цінності»)			181 000	15 500
7.	personal values in professional activity (English)	179 441	23980	3 740 000	73 200
8.	personal values in professional activity (Russian – «личные ценности в профессиональной деятельности»)	Search not available		159 000	15 700
9.	personal values in professional activity (Ukrainian – «особисті цінності в професійній діяльності»)			30 600	14 900

It should be noted that the proposed system is configured according to Google's search protocols and automatically adjusts to the search parameters coming from your IP address. In addition, unlike ScienceDirect, searches can be carried out in any language, which makes it equally important for a deeper

coverage of the subject in the global overview, for country specific surveys, or if you do not have a high level of English language skills. This also significantly «speeds up» the search for relevant information.

So, for the request in English - «values» - we got an equally impressive result of 7,730,000 publications in the Google Academy database. Over the past two years, more than 600,000 scientific papers have been written on the subject, corresponding to education, training and professional activities of professionals in various professions. Among the presented list the results selected for «personal values» are 172,000.

The interesting point of our observation is that even without specifying the necessary topics - «professional competence», «professional activity» - we received a sufficient number of materials published in 2019-2020 related specifically to the question of «correlation between personal values and one's profession» that we are interested in. For example, among the submitted publications we can mention the following: «The influence of pro-environmental managers' personal values on environmental disclosure» (Luque-Vílchez, Mesa-Pérez, Husillos, Larrinaga, 2019), «Teachers' self-efficacy: The role of personal values and motivations for teaching» (Barni, Danioni, Benevene, 2019), «Personal values and innovative behavior of employees» (Purc, Laguna, 2019), «Relationships between personal values, micro-contextual factors and residents' pro-environmental behaviors: An explorative study» (Ling, Xu, 2020), «Determinants of individual-level social capital: Culture and personal values» (Kaasa, 2019), «Values matter, Don't they? -combining theory of planned behavior and personal values as predictors of social entrepreneurial intention» (Kruse, Wach, Costa, Moriano, 2019), ets.

The same query in Russian gave us a result of 159,000 total and 15,700 publications in the last two years. The total number of publications in Ukrainian is 5.2 times lower, but in the last two years the gap between the amount of Russian and Ukrainian content is only 800 publications. Which demonstrates an increased interest on the part of Ukrainian academics in questions of values, as well as the "opening up" of scientific boundaries to Ukrainian-language content.

Clarifying search (choice of language) allowed us to get acquainted with the materials related to the socio-psychological capital of an individual in a multicultural society (Tatarko, 2021), information-psychological security and psychological protection of an individual in society (Grachev, 2019), professional competences of higher school teacher (Kokoeva, Khetagov, Danilova, 2019), moral values in professional activity of social worker (Krajevska, Boychuk, 2019), risks of socialization of young people under the conditions of informatization of social environment (Umanets, 2020), values orientations in the development of personality (Prikhodko, 2020). values and basic social attitudes as factors of professional activity of students studying

psychology (Orlova, Orlov, 2020), professional and value orientations of a teacher (Nosova, 2019), requirements for personality formation of a modern teacher (Sharipov, 2020), the role of values in personality formation of a practical psychologist (Karpyuk, 2020), factors and problems affecting the cardinal development of a current personality (Lozovetska, 2019) and others.

At the same time, although the topic of values is quite «popular», with every change in the world, society, public policy, socio-economic or environmental situation, this issue is brought to the «top». Of course, from 2019 onwards, we will once again encounter a «reconsideration» of human values in connection with new global trends and the consequences of the pandemic, which leads us to conclude that the number of publications on the subject will increase.

The aim of our research has been to identify the influence of personal and universal values, along with individual orientations and preferences, on their interaction with the social environment and their surroundings in the process of professional activity. This formulation of the question enabled us to outline the following research objectives.

1. Analyse the focus and characteristics of contemporary research into the topic of values, particularly in the context of professional activity (which was presented in the introductory part of our paper and will also be covered in the theoretical background).

2. To present the results of a pedagogical experiment with test and other techniques that we used to determine values in the structure of personality and its motivation (which will be presented in the first section of the Results).

3. Analyse and summarise the presentation of the results towards the influence of values on the system of personal orientations and the choice of profession and the subsequent influence of such a choice on the interaction with the social environment as a whole.

The Theoretical Background

Following on from the postulated research objectives, we turned to the analysis of the current interest of academic and expert employees in the issues of values, personal values and their place in the structure of social and professional activity of the individual. We presented statistical information about this issue in the introduction. The question of the theoretical significance of values in the structure of the personality and their influence on the active position of the individual in the social environment and profession, allowed us to turn to modern scientific developments and experimental data.

Nagorniak notes in his paper that values are tasks that exist outside the situation and serve the interests of individuals or groups and represent one of ten

human motivations and, in matters of compatibility, values can complement each other in pursuit of desired goals, satisfaction of needs and integration into society or contradict each other, creating discomfort in internal and external environment (Nagorniak, 2020).

Today, we can talk about different and at the same time similar values, which are promoted in different areas of human activity. But it is certain that some of them are more important in today's dynamic world, especially considering the processes of digitalization, which affects professional fields and, of course, the educational sector. Having outlined the individual aspects of value orientations, it is important to understand that the nature of personal perception of the world will always put one value against the other: Growth Anxiety-Free/Self-Protection Anxiety-Avoidance, Social Focus/Personal Focus, Conservation/Open to Change, Self-Transcendence/Self-Enhancement; Power/ Universalism, Hedonism/Humility, Conformity& Tradition/Stimulation & Self-Direction, ets (Haljasorg, Lilleoja, 2016).

Equally important in shaping personal values is social class, which often creates a kind of «cult» passed down from generation to generation, but in practice many of their attributes lose relevance when choosing a profession. For example, playing musical instruments and knowledge of classical music create valuable social and cultural capital, but they are seldom important when we choosing a profession and entering university (Bull, 2016).

Granted, the greater people`s knowledge and skills, and the more fully developed their values, the better work they will do, and the more they will contribute to economic growth (Sutrop, 2015). However, changes in the social environment, in the processes of communication and interaction between people affect each of us every day and in some cases «force» us to make decisions that lead not only to changes in perceptions and reactions to the world around us, but also to changes in the value system of the individual in general. Such «pressure» for many has been the transition to total electronic communication, commerce, learning during the 2019 pandemic and the need to get used to these changes. In addition, such a leap in the social environment has created a reassessment of the value of professionals and the individual as a whole. So, the modern model of the «social ideal» can be considered a person with meaningful values that make him or her «go beyond» natural existence (comfort zone) and participate in the creation of culture and society as a whole (Semylit, 2019).

Therefore, the issue of research into the value structure of the individual and its formation should be a priority in the education sector, in particular in teacher training. After all, it is the teacher who «shapes the nation». It is the teacher who shapes the awareness of the value of any cause, directs and supports the formation of personality through its own performance and success, self-confidence, persistence in achieving goals, self-criticism and autonomy, which

ensure self-realization and comfortable adaptation in the social environment of the student (Gulias, 2019). And the best method for shaping the value system of an active personality is the model of the teacher behavior, because his values are reflected in the curricular content on which they focus, the conduct they choose to allow or encourage in the classroom, the way they address pupils and each other, the way they dress, the language they use, even where they stand while talking with students (Sutrop, 2015). It has also been an important factor in developing an understanding of the influence of values on users' perceptions of the relative importance of technology and learners' acceptance of priority in achieving outcomes through the completion of online courses (Mehta, Morris, Swinnerton, Homer, 2019).

Also, the intrinsic value of e-learning and traditional learning is related to self-improvement, in which each individual seeks to understand his or her purpose by filling their social environment with important subjectively meaningful events of individual life, and through distinguishing values - conditional, protective and real (Semylit, 2019). This approach to the perception of values as an important component of the professional formation of an individual became fundamental for our research.

Methodology of Research

During the study we organized a pedagogical experiment, which we implemented in course of studying the disciplines «Assisting in an Inclusive Environment» and «Special Pedagogy».

The inclusion took place during the study of the themes «Professional training and specificity of activity of teachers working on the formation of a child with special educational needs and ensuring their development» and «Perspectives for the development of special pedagogy and special education» respectively.

Therefore, to survey the value orientations of the students' personality we used M. Rokkich's test (Psihologicheskie testy, 2003) and its author's adaptation - diagnostic art-therapy practice «The tree of values» with elements of art-therapy training system «Journey to the Country of Yakiya» (Khilya, 2015). We further developed the main research questions based on the results received in an interview with each participant of the experiment. For the interview we used a list of questions from the Saks & Levi questionnaire (Psihologicheskie testy, 2003). Further to clarify the formed image of the respondents' personality we used the diagnostic method «I-Real / I-Ideal» (Yatsenko, 2004).

Since part of the experiment was conducted during a period of quarantine restrictions due to the pandemic of COVID-19, we transferred some of the test

methods to an electronic format using Google Form. This part of the study allowed us to supplement and expand the data on personality motivation and its influence on students' social activity and their professional orientation.

Results of the Research

Having outlined the importance of understanding the issue of values and the need to study the value system and orientations of an individual who will become part of society in the future. We identified the need to consider the impact of this system on the motivation and further social and professional activity of students. Therefore, for the experiment we selected 35 respondents from among the undergraduate students of Primary Education with a specialization in Inclusive Education. Among them, 10 students entered the University in 2017, 11 in 2018 and 14 in 2019 (Table 2.). Which demonstrates patterns towards a gradual increase in interest and demand for professionals for the inclusive school. In addition, 22.9% of respondents are already employed in schools and in special rehabilitation and speech therapy services. This already indicates a high motivational component of the students' social and professional engagement.

*Table 2 **The Main Characteristics of the Research Groups***

Group	Number	Gender	Age	Course	The number of working students	
					Primary school	Rehabilitation centres
Group A	14	Female	17-18	II	-	-
Group B	11	Female	19-21	III	-	2
Group C	10	Female	19-21	IV	5	1

Also, in the process of collecting information on value orientations, we used a Google Forms viral questionnaire to validate the test results and explore the influence of the social environment on the respondents' choices. The questionnaire was anonymous and the students were asked to fill it in and send it out to anyone they wished to join in. It was also voluntary, which provided an opportunity to find out more about the motivation component of the respondents. During the first week of the survey, the respondents themselves filled in the questionnaire and forwarded it to the «referrers» via a direct link to fill it in. Thus, by the end of the survey in 4 weeks we had 151 completed questionnaires.
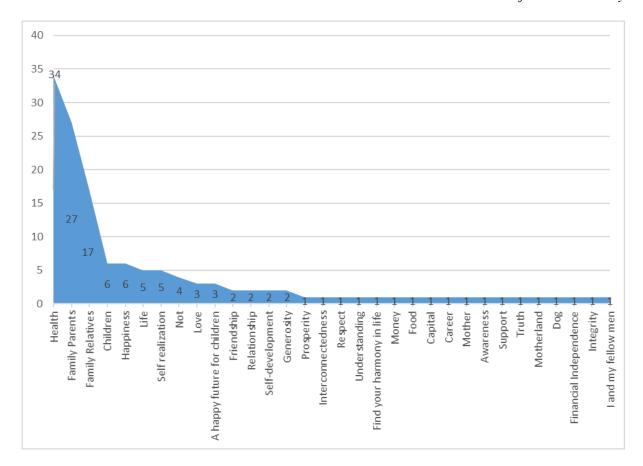
*Figure 1 **Sample of the Values of the Female Respondents***

Out of 35 respondents, 27 participants in the experiment completed the questionnaire, which also confirms the high interest in active forms of interaction and will subsequently become the basis of social activity and quality work of future specialists. As a result of the analysis of the questionnaire data, we found out that out of 151 respondents:

- 76,2% females, 84 of them were higher education students, 4 students, 27 professionals and 8 teachers; among the highest values for the female category were Health (34 choices), Family & Parents (27 choices), Family & Relatives (17 choices), more details can be found in Figure 1.
- 23,8% of the male respondents, 15 of them were higher education students, 1 student, 18 professionals from different fields and 2 teachers. The highest values for male respondents were Family & Parents (11 choices), Health (3 choices), Life (3 choices), more information can be found in Figure 2.
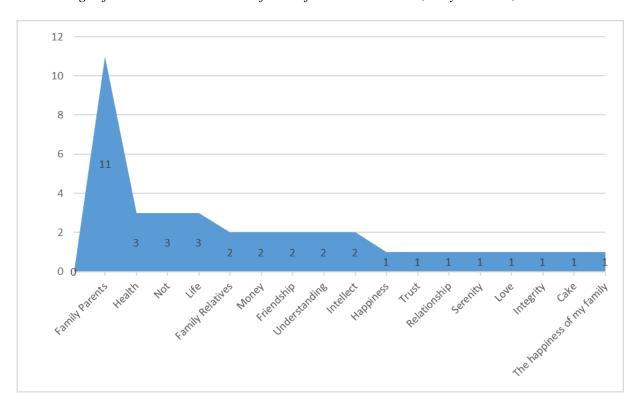
*Figure 2 **Sample of the Values of the Male Respondents***

In the general group sample we determined that respondents, as well as their social environment in the choice of 174 positions, the main values are Family & Parents (21.8%), Health (21.3%), Family & Relatives (10.9%). Which correlates with the data of tests and diagnostic tests. The next are less significant for the group of respondents, but important for understanding «social capital» and «human resource», which the student respondents possess as a starting point of social interaction, support and motivation for self-actualization in any situation. These are: Life (4.6%), Happiness (4%), Children (3.4%) and Self realization (2.9%). Also, there were those who chose not to show their choice among the questionnaires. There were 7 of them in total, which is quite insignificant in relation to the number of respondents, but at the same time it is a signal of «discomfort» when working with this subject even in the anonymous variant. Therefore, it can be projected that individuals with a desire for Serenity / Safety / Comfort are not 0.6%, but 4.6%.

Discussion

Thus we were able to identify the main values in the structure of personality, to analyze the interdependence of personal values with family and social values, their influence on the formation of an active position of a future specialist. Of course, we could not disclose the whole cycle of the research,

which makes it possible to continue our work in this direction – to introduce the results of the pedagogical experiment and the results of the use of practical exercises for work with students in the primary school to the wider society.

The methodology of the experiment included more than five forms and types of practical value learning, some of which we have been able to describe in this paper, and the rest of the research in this area is partly presented in the proceedings of the international conference «society. Integration. Education. 2021», all-Ukrainian and regional events. At the same time, the experimental part of our research on the formation of values, purposeful choice of profession and its influence on the social contacts of the individual continues and will also be presented in subsequent scientific publications with a methodological proposal for the implementation of coaching activities in the educational process and for a supervisory session on the subject of value orientations of young students.

In conclusion, it is necessary to point out that by surveying the issue of personal values in the structure of the social environment and professional activity we were able to present a part of the analytical report on modern databases and the presence of value orientations in them, as well as to design a subsequent research of values in the context of professional activity based on the materials and received information.

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