

Artículo de investigación

Value orientation of russian and greek youth: similarities and differences of concept spheres

Orientación del valor de la juventud rusa y griega: similitudes y diferencias de las esferas de concepto
Orientação do valor da juventude russa e grega: semelhanças e diferenças de esferas conceituais

Recibido: 26 de abril de 2019. Aceptado: 20 de mayo de 2019

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Abstract

The article is devoted to the research of the problems of value orientations of modern youth. The focus of attention was the Russian and Greek student youth. The reference to a comparative analysis of the youth of Russia and Greece is connected with the fact that these countries have crisis problems. Under the conditions of which the value orientations of young people as the most socially heterogeneous group are transformed. The work describes the results of an empirical study of value orientations according to the methods of B. Bas and E.B. Fantalova. It was found that for young people of both groups with the value of health, self-improvement (easily achievable value) and self-development are highly significant; unimportant values of creativity, materially secure life (hard-to-reach value). Among Russians, there are people with a focus on the cause. For them, the value of interesting work, love are important. Greek students are self-directed, family oriented, freedom in actions and actions, friendship. The value orientations of the Russian youth are more conflict.

Keywords: Value orientations, Greek youth, Russian youth, and students

Resumen

El artículo está dedicado a la investigación de los problemas de las orientaciones de valor de la juventud moderna. El foco de atención fueron los jóvenes estudiantes rusos y griegos. La referencia a un análisis comparativo de la juventud de Rusia y Grecia está conectada con el hecho de que estos países tienen problemas de crisis. Bajo las condiciones de las cuales se transforman las orientaciones de valor de los jóvenes como el grupo socialmente más heterogéneo. El trabajo describe los resultados de un estudio empírico de orientaciones de valor de acuerdo con los métodos de B. Bas y E.B. Fantalova. Se encontró que para los jóvenes de ambos grupos con el valor de la salud, la superación personal (valor fácilmente alcanzable) y el desarrollo personal son muy importantes; Los valores sin importancia de la creatividad, la vida materialmente segura (valor de difícil acceso). Entre los rusos, hay personas con un enfoque en la causa. Para ellos, el valor del trabajo interesante, el amor es importante. Los estudiantes griegos son autodirigidos, orientados a la familia, libertad en las acciones y acciones, amistad. Las orientaciones de valor de la juventud rusa son más conflictivas.

Palabras claves: orientaciones de valor, jóvenes griegos, jóvenes rusos y estudiantes.

Resumo

O artigo é dedicado à pesquisa dos problemas das orientações de valor da juventude moderna. O foco de atenção era a juventude estudantil russa e grega. A referência a uma análise comparativa dos jovens da Rússia e da Grécia está ligada ao fato de que esses países têm problemas de crise. Sob as condições de transformação das orientações de valor dos jovens como o grupo socialmente mais heterogêneo. O trabalho descreve os resultados de um estudo empírico de orientações de valor de acordo com os métodos de B. Bas

The publication was prepared with the support of the "RUDN University Program 5-100"
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184 Peoples' Friendship University of Russia (RUDN University), Moscow, Russian Federation
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e E.B. Fantalova. Verificou-se que para os jovens de ambos os grupos com o valor da saúde, o auto-perfeccionamento (valor facilmente alcançável) e o autodesenvolvimento são altamente significativos; valores sem importância de criatividade, vida materialmente segura (valor difícil de alcançar). Entre os russos, há pessoas com foco na causa. Para eles, o valor do trabalho interessante, o amor é importante. Os estudantes gregos são autodirigidos, orientados para a família, liberdade nas ações e ações, amizade. As orientações de valor da juventude russa são mais conflitivas.

Palavras-chave: Orientações de valor, juventude grega, juventude russa e estudantes.

Introduction

Values constitute the main content of the socio-cultural environment. They have a positive or negative significance of the objects of the surrounding world for a person, class, group, society as a whole, which are expressed in moral principles, norms, attitudes, goals and ideals (Polyanskaya et al, 2017; Romyantseva et al, 2016).

The value orientation of the individual originates in the socio-cultural space to which the individual belongs. Value orientations are an element of the internal structure of personality. They are formed by a set of values that have life-sense goals. Value orientations as the striving of an individual or a group are an orientation of an individual or a group of individuals towards certain values. Their stability characterizes a mature personality. The state of society depends on the value orientations that lie behind each theory, belief system, and social processes. That is why the task of research the value orientations of young people is particularly relevant now.

The youth as the most dynamic social group requires the use of special forms and methods of work. The formation of value orientations of the individual involves the formation of values and the development of the installation on them in the younger generation.

Formulation of the Problem

In the value orientations of young people from different countries, both general and specific can be found. Foreign comparative research of values are usually devoted to the comparison of the values of "average representatives" of different countries, rarely attention to the Russian sample (Magun & Rudnev, 2012).

Russian researches of recent years more often are turned to the study of the values of representatives of different social groups, regions and ethnic groups of Russia (Yerizon et al., 2018; Bocharova, 2014; Habudayeva, 2013; Jaramillo, 2018; Mamsurova, 2001; Tseveeny, 1998; Vagapova, 2013). Works that consider the values

of representatives of other cultures in the modern world are single (Dagbayeva, 2006; Maslova, 2018; Polyanskaya, 2015; Tyshchenko, 2014; Mardani et al, 2014; Ardakani et al, 2015). Comparative studies of the values of young people in Russia and other countries do not actually occur.

Methods and Techniques for Learning

In the course of the research, an orientation application form was used to determine the orientation of the personality of B. Bass and the method for determining the value orientations of E.B. Fantalova. The sample consisted of 104 students from various universities in Moscow and the city of Athens (52 in each group) aged 20-24 years.

The Discussion of the Results

Each country is characterized by the peculiarity of economic and socio-cultural life. For Greece, such sectors of the economy as tourism and shipping are most significant; a particular business culture is characteristic: the desire for quick and easy profits, the concentration of economic activity "mainly on the production of consumer goods, and not on the production of knowledge or innovation" (Avilova, 2013). Greeks prefer to open small private shops, workshops, which become the business of the whole family. They do not want to work for hire, strive for independence, spend a lot of time on leisure, are very optimistic highly valued family ties. Greece is one of the countries experiencing a crisis due to globalization processes (Platonov, 2003). Among the crisis phenomena is a high level of unemployment, especially among young people (Polyanskaya, 2015; Polyanskaya, 2014). Although Russia also faces a number of challenges, its socio-economic situation differs from that in Greece, which cannot but give rise to differences in values as well. In studies on the value orientations of modern Russian students of the early 2000th, it was revealed that this social group noted the importance of individualistic

values serving personal growth and development, the increasing importance of pragmatic values for achieving business and personal success, material well-being, focus on business and economic activity (Isaev, 2015). We have conducted an empirical study with the

aim of a comparative analysis of the value orientations of Russian and Greek students.

The results of the orientation application form for determining the orientation of the personality of B. Bass are presented in Table. 1

Table 1. Orientation of the personality of Russian and Greek students (orientation profile of B. Bass)

Personality orientation	Greek students	Russian students
	(n = 52)	(n = 52)
Focus on yourself (I)	28	9
Communication focus (C)	15	7
Focus on the business (B)	9	36

According to the results presented in Table 1, it can be concluded that among the respondents Greek students dominated by actors with focus on yourself, it is characteristic of orientation to a direct compensation and satisfaction whatever work and control staff, the propensity to rivalry. The second incidence found herself thrust into communication. It is the desire to maintain a relationship with the people, focus on cooperative activities, social approval. Common focus on business as best as possible, the common objective in business matters. The vast majority (69%) of Russian youth, by contrast, found the focus on business. They focus on the solution of business problems; business cooperation. It is significantly fewer (17.3%) Student youth is characterized by a focus on yourself – aggressiveness in achieving status,

imperiousness, propensity for rivalry, irritability. At least the Russian student's youth has appeared aimed at communication (13.5% of the sample), which is expressed in the desire in all conditions to maintain relationships with people orientation to joint activities, but often at the expense of specific assignments. The results suggest serious value changes among Russian youth. Features of value orientations of Greek students proved to be quite traditional for economic and socio-cultural life of the Greeks, although it was assumed that the direction of communication from them would be expressed stronger than our results showed study. Based on the results of the Fantalova technique was evaluated importance and availability of each value, expressed as a percentage (table 2).

Table 2. Frequency characteristics of attractiveness (values) and availability of attitudes (method of E.B. Fantalova) (%)

Values	The choice of Greek students		The choice of Russian students	
	Value	Accessibility	Value	Accessibility
Happy life	75,0	75,0	45,0	70,0
Health	65,0	55,0	80,0	65,0
Freedom as independence in behaviour and actions	65,0	50,0	25,0	35,0
Self-development, self-improvement	55,0	45,0	60,0	30,0
Self-confidence	50,0	45,0	20,0	50,0
The existence of a good and faithful friends	40,0	45,0	25,0	65,0
Vital wisdom	40,0	40,0	45,0	35,0

Love	35,0	40,0	70,0	10,0
Cognition	35,0	40,0	35,0	50,0
Financially secure life	30,0	35,0	20,0	45,0
Creativity	30,0	35,0	15,0	55,0
Entertainment	20,0	30,0	20,0	60,0
An active, engaged life	20,0	30,0	40,0	5,0
The beauty of nature and art	15,0	25,0	40,0	5,0
Interesting work	15,0	25,0	70,0	10,0

The most significant values of Greek students proved to be the "happy family life" (75%), "health and" "freedom as independence in acts and actions" (65%), "self-development, self-improvement" (55%). The lowest significance for Greek students represent the values of the "beauty of nature and art" – 15% and "interesting work" – 15%.

There is reason to believe that the value orientation on a happy family life, the prevailing over the value of love among the Greeks laid back from childhood, since the main life value of this nation is the family. Health as the most important value can be declarative selection (in modern society's health taken to declare as the highest value), the reality of health may not be as high values for young people, most of them full of energy and vitality. Freedom as a value has traditionally been characterized for the Greeks. The importance of self-development and self-improvement, in our view, may reflect peculiarities of students as a social group. Low importance of interesting work, an erratic interest in creative activity, apparently reflects the importance of other motives in choosing work, than the interest in the nature of the activity itself. This result, combined with the low thrust of the case reveals the weakness of interest in the business side of life, focus on privacy. Most of the Russians in the first place was the value of "health" has 80%, the second is "interesting work" and "love" have 70%, third place is worth "self-development, self-improvement" – 60%. On the value of health, self-development and self-improvement, our interpretation is similar to that of the Greek students. The value of an interesting job, apparently, confirms their commitment to the cause. It is characteristic that value love much prevails over the value of the "happy family life" (45%), which may reflect, in our view, the focus on romantic feelings, but not family relations. In one row on the significance of the "happy family life" stated value "life wisdom" (45%), followed by descending order – "the beauty of nature and the arts" and "an active,

engaged life" (40%), "cognition" (35%), "freedom as independence in behavior and actions" and "a good and faithful friends" (25%). Even less significant "financially secure life", "entertainment", "self-confidence" (20%), the most unpopular value is "creativity" (15%). this hierarchy of values Russian students shows preference values, health, love, work, self-development than family, friendship and creative self-realization. Apparently, creative activity in the modern Russian society turns out to be slow moving; young people different efficiency and pragmatic. Conception of value orientations are complemented by an assessment of values, the most attractive ease of achievement, accessibility. The results of further research shows the ratio between the desire to have greater or lesser value and opportunity to have her. From table 2 it can be seen that the easy reaching values of most Russian students were assigned values such as "self-development, self-improvement" (70%), "cognition" (65%), entertainment (65%), active life (60%), the most hardly achievable – "interesting work (5%)," life wisdom "(5%), the happy family life" (10%) and "materially affluent lives" (10%). The value of self-development and self-improvement» high reaching and easily attainable is the desire and opportunity are the same. «Cognition», «active life "appeared to be students of easy reaching, but not as significant values. The value of "creativity" is available, but the least important. Students have many opportunities for entertainment, but fun is not a special value for them. "Great job," "life wisdom", "financially secure life", "family life" are evaluated by students as the least affordable, that is understandable, their actual social position and age. "Materially prosperous life" when its inaccessibility is of minor importance, respectively, internal conflict does not arise here. Most internal conflict for Russian students are the values of "love", "interesting", "health" and "happy family life: their significance is combined with perceptions of difficult reachability. Internal conflict can give rise to dissatisfaction and negative experiences. Level of significance and

accessibility of mismatch values health we supposedly communicate with the poor living conditions in the metropolis or with views of small ownership and dependencies of its own action. Difficult accessibility values "interesting work can reflect objectively insufficient capacity for its implementation, student or non-conformity of their interests and expectations of the content of the professional activity. Value of love and its dissatisfaction with the most significant source of experiences can, in combination with non-expressed value, happy family life can lead to the choice of extramarital relations -with the family in crisis settings, and data Russian society has its sequel. For Greek students easy reaching recognized the value of "self-development, self-improvement" – 75%, "cognition" – 55%, "self-confidence" – 50% of subjects.

In other words, they have no deficiency of opportunities of expansion of the education and opportunities of self-development. In our opinion, availability of value "self-confidence" can reflect cheerfulness, optimism and preservation of close family relations, characteristic of Greeks, which are a certain support in life. As well as the Russian students, have the most difficult for achievement at the Greek students values "interesting work" and "financially secure life" – 25%. Probably, them difficult the approachability is characteristic of youth in modern social and economic conditions. Though vital values "presence of good and loyal friends" appear obviously among the most realized at young people of student's age, but the Greek students noted their smaller availability in comparison with the Russian students. Perhaps, owing to bigger orientation of the Greek students on communication they are more sensitive to the unrealized needs for this sphere. "The vital wisdom" (maturity of judgments and the common sense reached by life experience) is estimated by students as inaccessible value. It is quite adequate for young age. For the comparative analysis of results of a research of valuable orientations of students we used criterion of Mann – Whitney.

Differences in the choice were essential to criteria values "interesting work", "love", "self-confidence", "freedom as independence in acts and actions", "happy family life". For the Russian students the value of interesting work and love, for Greek – self-confidence, happy family life, freedom and independence in acts and actions has the big importance.

Conclusions

1. The similarity of features of valuable orientations of the Greek and Russian youth consists that values of health, self-development are highly significant for both groups; knowledge value is so significant; values of creativity, financially secure life are little significant.
2. Assessment of values of interesting work and financially secure life as hard-hitting is characteristic of both groups; at both groups, the divergence between the importance and approachability of value of health is noted.
3. In group of the Russian students people with business orientation prevail, they are more focused on career and also on love, less significant are a communication, friendship, to some extent – family; the Greek students are more often characterized by orientation on themselves, are more focused on family, freedom in acts and actions, self-confidence, friendship is more significant for them.
4. Values of the Russian youth internally are more conflicted: the high value of love – and her dissatisfaction, high value of interesting work – and representations about it is not enough approachability. The internal conflict of the Greek youth belongs to the importance and low availability of value of freedom as independence in acts and actions more often.

In our opinion, features of valuable orientations of the Russian youth largely are defined by social and economic changes in society and differ from values, traditional for the Russian culture, while values of the Greek youth remain more traditional for their culture and a way of life. At the same time, features of valuable orientations partially reflect features of this social group in general.

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