

THE RELATIONSHIP BETWEEN VALUES ORIENTATION AND PERSONALITY MANIFESTATIONS IN SOCIAL WORK ACTIVITY

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ABSTRACT

Processes happening in modern society affect the life activities fields of a person. They cause such challenges that need modern and competitive decisions. These processes are globalization, digitalization, social-political changes, and others. They affect the job market and demand for specialists. Hence, qualitative components of professional activities have been influenced by the above-mentioned processes. The purpose of the research is to study modern specialists' personal qualities which are conditioned by the globalization and integration processes, concerned with the encounter of cultures, personalities, mentalities, and values.

The research has been conducted with 40 social interaction field specialists (teachers, lecturers, psychologists, and social workers). The results of the research are discussed in the article, and they reveal values orientations in the aspects of both attitudes and social behavior. Besides, a high level of communicability and the presence of an inflexible attitude to innovation have been revealed as a result of the discussion about specialists' personal features.

Keywords: behavior, career, communication, innovation, personal features, social interaction, society, values.

INTRODUCTION

The modern world is subject to continuous changes. Those changes happen to be both at global and local levels. They may occur in different fields of society regulation, such as social, education, political, economic, business, and other interrelated fields. Because of the comprehensive influence of developments in modern societies, ongoing

research should be done. Any society transformation directly affects society members and activities in their personal and professional life. According to changes in professional activities, the management processes such as human resources management undergo transitions as well. Changes occur in working conditions, career development processes, demand for specialists, the job market, and management processes in particular.

Any society has a complex system of interrelated elements that are affected by constant processes happening in societies and therefore are in constant motion. As a society member, each person obeys the process specifications of a certain society, he/she is living in. Thus, changes happening in society affect the persons and their personal and professional activities. Rules and regulations and cultural values are specific and unique for each society and manifest accordingly.

One of the most important issues for individuals in modern societies is professional activity and processes related to it. Those include career choice, planning, education, career development, promotion, self-establishment, and self-actualization. In career-related processes, the following points should be taken into consideration:

- society problems;
- social-economic regulations;
- political situation;
- geopolitical relations and policy.

Those issues clearly define human resources management policy and the tendencies of the career development process (Богдан Н.Н. & Могилёвкин Е.А., 2003).

According to the peculiarities of transformational societies, different fields of society regulation are exposed to changes, particularly the education system, business relations, management, and administration. The problem of psychological selection appeared in human resources management, in particular. This implies that in the recruitment process, not only professional qualities are considered, but also personal peculiarities. These include such features as motivation orientation, emotional stability, intelligence, interpersonal competencies, communication skills, conflict management skills, sense of responsibility, innovative thinking, and sociability. Besides the mentioned

features, the principles of professional ethics are also an important part of the recruitment process.

One of the features of modern society is the role of informational technologies and digitalization. Modern society is considered to be a “Society of knowledge” (Савченко И.В., 2008). During the recruitment process specialists with creative, innovative thinking, leadership skills, and broad interests are privileged.

The modern world is characterized by such processes as globalization, and integration, that lead to cooperation and communication between members of different cultures and societies. Here several barriers appear, which are due to the fact of cultural differences, mentalities, world views, and ideologies. The basis of those differences is value systems in particular.

The formation of values and values systems have always been the point of attention in different social disciplines. Thus, the research directions vary. R. Smith and S. Schwartz define values as:

- beliefs, ideas that are not objective, which are accompanied by emotional expressions;
- standards and norms which help to evaluate behavior, people, and events (Smith, Schwartz, 1997).

In addition to this, values help to achieve the chosen goals. They have a certain hierarchy according to their importance. This varies in different societies and cultures. This is the reason that some values research results can indicate both common and specific values. Common values are considered to be common to all mankind, whereas specific values are typical to a certain culture. The results of research vary accordingly to different cultures.

Values are crucial in the behavior formation process. According to S. Schwartz, values reveal the biological and social needs of individuals, and group needs simultaneously. This is an interesting point while studying the differences between individual and cultural values systems. For instance, based on his research, S. Schwartz found, that East Asian nations highlight hierarchy and conservatism, whereas European nations emphasize egalitarianism and individual autonomy (Schwartz, 2003). S. Schwartz

signifies that in values research cultural values should be the point of interest instead of individual values.

Those specialists whose activities have been affected by the changes and contemporary processes of the modern world are considered to be modern specialists. Taking into consideration the importance of personal features and values peculiarities research has been settled to figure out the manifestations of the above-mentioned factors among modern professionals in the social interaction field.

METHODOLOGY

The aim of the research was to find out the values orientations and personal features of modern specialists. In order to conduct the research the following methodologies have been used:

1. The Schwartz Value Survey;
2. The Minnesota Multiphasic Personality Inventory (MMPI) short form.

The Schwartz Value Survey lets us determine the hierarchy of values both in the level of beliefs and the level of behavior. The Value Survey is universal and appropriate, as it was validated in different cultures and societies. S.Schwartz developed the survey to be common to all mankind, cultures, and societies. For this purpose he distinguished 10 common values, that are represented in two lists in the survey, reflecting normative values and behavior values. Normative values influence the personality, but they rather manifest in social behavior. The other type of values becomes apparent in social behavior. The methodology is aimed at revealing the influence of values on behavior, beliefs, and thoughts. The values are the following: power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, and security (КарандашевВ. Н., 2004).

The Minnesota Multiphasic Personality Inventory (MMPI) is a psychological testing method studying personality qualities. For the following research the short form, consisting of 71 questions, has been used, to determine the main personality peculiarities. The short form lets us determine the main personal features that manifest in social behavior. Nowadays this form is commonly used by modern human resources specialists in personnel selection, development, and other processes. This certain form of

methodology allows us to assess the scales of defensiveness (K), infrequency (F), and lie (L). Those scales let us decide the validity and reliability of the results. The personal factors include eight scales, which are: hypochondriasis (Hs), depression (D), hysteria (Hy), psychopathic deviate (Pd), paranoia (Pa), psychasthenia (Pf), schizophrenia (Se), and hypomania (Ma). Using the short form of the methodology allows us to find the main personality accentuations, the possible defection of social-psychological adaptation, and personality peculiarities (Райгородский Д.Я., 2001).

DISCUSSION

In order to assure the reliability of the results it is necessary to fulfill the requirements for the size of the sampling. The following research implies a comparison between the features within the sampling, so the size should be not less than 30-35 people (Наследов А.Д., 2004). The research was organized with 40 professionals in the social interaction field. All participants were currently working at the time of conducting the research and had an experience of 3 and more years in this field. The group included teachers, lecturers, psychologists, and social workers.

The results of the Schwartz Values Survey are summarized for each value according to the key. The results are ranked according to the points in comparison to other values. Thus interval scales are formed according to the importance of values. Important values are ranked from 1 to 3, and the low important values are ranked from 7 to 10. Thus, values of average importance are ranked from 4 to 6 (Карандашев В. Н., 2004). Hence, 3 intervals are formed: most important, average important, and low important. The average grades and standard deviation of normative values are represented in Table 1.

Table 1. Schwartz Value Survey. Normative values

Social Interaction Specialists		
Normative value	M (Average)	đ (Standard Deviation)
Conformity	4.1	2.2
Tradition	6.3	2.2
Benevolence	4.6	2.6
Universalism	4.5	2.4
Self-Direction	4.6	2.2
Stimulation	6.8	2.8
Hedonism	5.4	2.9
Achievement	4.6	2.1
Power	8.0	1.9
Security	3.4	2.3

The average grades and standard deviation of behavioral values are represented in Table2.

Table 2. Schwartz Value Survey. Behavioral values

Social Interaction Specialists		
Behavioral value	M (Average)	đ (Standard Deviation)
Conformity	5.0	2.1
Tradition	6.6	2.4
Benevolence	4.3	2.3
Universalism	4.4	2.1
Self-Direction	3.8	2.1
Stimulation	6.4	2.7
Hedonism	5.9	2.8
Achievement	5.4	1.9
Power	8.4	2.2
Security	3.4	2.5

Summarizing the average results of the Schwartz Values Survey, the following conclusions have been done. The most important value both at normative and behavioral levels is Security. Security implies the safety, balance, and harmony in society, a person's relationships, and the self. The less important normative and behavior value is Power, which reflects the attainment of social status and prestige, and dominance over people and resources. Also, Stimulation can be implied as a low important normative value. Stimulation is the orientation toward innovation and changes. At the level of behavioral values Tradition is considered to be a low important value.

The results here are noteworthy. Social interaction specialists deal with people in their working activities and therefore security considerations become an important part of their personality, which also manifest in their behavior. Taking into account the altruistic essence of these specialists explains the low assessment of Power. The results of Stimulation and Tradition lead us to certain conclusions. Stimulation is a low important value at the normative level, which means that specialists don't believe in innovation, new methods, and changes in the deep level of their beliefs and attitudes. At the same time, Tradition becomes a low important value in the level of behavior, which means that specialists tend to demonstrate a low interest in traditions and conservative ideas. It is obvious that despite this fact, specialists don't accept the new ways in their core conceptions as well.

The remaining values were assessed as average important and the meaning of them are as follows:

- Achievement – personal achievements;
- Hedonism – pleasures;
- Universalism – aim for the welfare of mankind and nature;
- Self-Direction – independence of thoughts and actions;
- Benevolence – aim for the welfare of close people;
- Conformity – regulation of actions that are socially unacceptable (Карандашев В. Н., 2004).

The MMPI test results are summarized for each scale according to the key. The noticeable personality features and accentuations can be analyzed according to the

intervals of the test. Thus, if the scales are less than 45, those scales are considered not manifesting in the personality. Scales from 46 to 55 belong to a balanced personality. Scales from 56 to 66 display the main personality features and directions. Scales from 67 to 75 show the accentuations that can sometimes lead to social desadaptation. 75 and above reveal personality deviations, which can be caused by stress, extreme situations, and neurosis (Райгородский Д.Я., 2001).

The average results of the MMPI method are represented in Table 3.

Table 3. MMPI. Personality scales

Social Interaction Specialists		
Personality scale	M (Average)	σ (Standard Deviation)
1) Hypochondriasis (Hs)	48.4	6.9
2) Depression (D)	42.3	6.9
3) Hysteria (Hy)	45.9	8.6
4) Psychopathic deviate (Pd)	37.2	11.5
6) Paranoia (Pa)	47.6	12.2
7) Psychasthenia (Pf)	44.3	13.1
8) Schizophrenia (Se)	44.9	12.4
9) Hypomania (Ma)	55.0	11.5

According to the test average results Hypomania tends to be the main personality feature. Hypomania is peculiar to optimistic people in any situation in life, who have a good mood, an active position in life, and self-confidence. An important peculiarity of those personalities is a high level of sociability and good interpersonal skills. These personalities reveal themselves well in social activities. They need to satisfy their aim for communication, being public. This is an interesting point where we see that personal peculiarities help in professional activities, and vice versa profession forms some features in specialists' personalities.

Other scales perform in a balanced way and are not expressing much in personality manifestations. Although, a few scales are noticeable in comparison with others, as they are situated in a higher interval. These are Hypochondriasis, Hysteria,

and Paranoia. Hypochondriasis reveals personalities who aim to control the behavior and actions of self and others. This personality relies on rules, and instructions, and regulates behavior accordingly. This characteristic is common for teachers. Hysteria or emotional lability discovers people with expressive, candid personalities, emotional mentality, and artistic dispositions. In the professional field, these people search for highly-communicative activities. Paranoia reveals a solid and rigid type of thinking process. Those people hardly adapt to changing environments; they value exactness, precision, and accuracy. This leads to rigid behavior and difficult adaptation.

Therefore, despite high communicability, active position, and artistic tendencies, the specialists have certain attitudes to social behavior, which are essential and strong and manifest in deep levels of personality and mentality. Taking into consideration the social nature of their professional activities, rigidity may lead to interpersonal conflicts. It is important to develop flexible attitudes and tolerance, preserving traditions and not confronting them.

CONCLUSIONS

Continuous changes and developments, happening in societies, caused by global processes, lead to constant research and changes in different social fields. Those changes affect society members at individual and group levels. This means that changes happen in the processes of personal and career development and social behavior accordingly. Values system and personal features have a huge influence on social behavior.

The results of the research lead us to significant conclusions. Hence, the fact of being highly communicative is obvious according to both test results. This is helpful and appropriate considering the peculiarities of professional activities in the social field. Despite, taking into account the results of both tests, the rigidity to changes, innovations, new methods, and approaches becomes an important issue to pay attention to. In the modern world, the ongoing processes bring novelties constantly, that demand new regulations and adaptation to changing conditions. However, the rigidity manifests in deep levels of personality such as core values and mentality, which is more difficult to change. Society's attitude to novelties and society peculiarities should be taken into

consideration which broadens the problem and takes the research to a new expansive level. The discussion of the issue is ongoing as society develops and changes constantly.

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ԱՄՓՈՓՈՒՄ

ԱՐԺԵՔԱՅԻՆ ԿՈՂՄՆՈՐՈՇՈՒՄՆԵՐԻ ԵՎ ԱՆՁՆԱՅԻՆ

ԴՐՍԵՎՈՐՈՒՄՆԵՐԻ ԿԱՊԸ ՍՈՑԻԱԼԱԿԱՆ ԳՈՐԾՈՒՆԵՈՒԹՅԱՆ ՄԵՋ

ՍՏԵՓԱՆՅԱՆ ԱՆՈՒՇ

Ժամանակակից հասարակության մեջ տեղի ունեցող գործընթացները ազդում են անձի կենսագործունեության ոլորտների վրա: Դրանք առաջացնում են այնպիսի մարտահրավերներ, որոնք պահանջում են ժամանակակից և մրցակցային լուծումներ: Նմանատիպ գործընթացներ են գլոբալիզացիան, թվայնացումը, սոցիալ-քաղաքական փոփոխությունները և այլն: Վերջիններս առնչվում են նաև աշխատաշուկային և մասնագետներին ներկայացվող պահանջներին: Հետևաբար, մասնագիտական գործունեության որակական բաղադրիչները ենթարկվել են փոփոխությունների վերը նշած գործընթացների ազդեցության արդյունքում: Հետազոտության նպատակն է ուսումնասիրել ժամանակակից մասնագետների անձնային որակները, որոնք պայմանավորված են գլոբալիզացիայի և ինտեգրացիայի գործընթացներով՝ կապված մշակույթների, անհատականությունների, մտածելակերպերի և արժեքների բախման հետ:

Հետազոտությունն իրականացվել է սոցիալական փոխազդեցության ոլորտի 40 մասնագետի հետ (ուսուցիչներ, դասախոսներ, հոգեբաններ և սոցիալական աշխատողներ): Հոդվածում քննարկվում են հետազոտության արդյունքները,

որոնցով բացահայտվել են արժեքային կողմնորոշումներ թե՛ դիրքորոշումների, թե՛ սոցիալական վարքի դիտարկման տեսանկյունից: Բացի դրանից, մասնագետների անձնային առանձնահատկությունների քննարկման արդյունքում հայտնաբերվել է հաղորդակցման բարձր մակարդակ և նորարարությունների նկատմամբ ոչ ճկուն մոտեցման առկայություն:

Բանալի բառեր՝ վարք, կարիերա, հաղորդակցում, նորարարություն, սոցիալական փոխազդեցություն, անձնային որակներ, հասարակություն, արժեքներ:

РЕЗЮМЕ

СВЯЗЬ ЦЕННОСТНЫХ ОРИЕНТАЦИЙ И ЛИЧНОСТНЫХ ПРОЯВЛЕНИЙ В СОЦИАЛЬНОЙ ДЕЯТЕЛЬНОСТИ

СТЕПАНЯН АНУШ

Процессы, происходящие в современном обществе, влияют на сферы жизнедеятельности личности. Это приводит к таким вызовам, которые требуют современных и конкурентных решений. Такими процессам являются глобализация, оцифровывание, социально-политические сдвиги и прочее. Эти изменения влияют на рынок труда и требования к специалистам. Следовательно, качественные составляющие профессиональной деятельности подвергаются изменениям под влиянием вышеупомянутых процессов. Цель исследования состоит в изучении личностных качеств современных специалистов, которые обусловлены процессами глобализации и интеграции, связанные со столкновением культур, индивидуальностей, менталитетов и ценностей.

Исследование было осуществлено с 40 специалистами сферы социального взаимодействия (преподаватели, психологи, социальные работники). В статье обсуждаются результаты исследования, которыми были выявлены ценностные ориентации с точки зрения и убеждений, и социального поведения. Кроме того, в результате исследования личностных особенностей специалистов обнаружены высокий уровень коммуникативности и наличие негибкого отношения к новшествам.

Ключевые слова: поведение, карьера, коммуникация, инновация, личностные качества, социальное взаимодействие, общество, ценности.

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