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## **SOCIOLOGICAL ANALYSIS OF STUDENTS VALUE ORIENTATIONS FORMED UNDER THE INFLUENCE OF CONFORMISM**

### *Abstract*

A sociological analysis of students' value orientations formed under the influence of conformism was carried out in this article. The concept of conformity, its role in society, as well as the influence of conformity on students' value orientations were considered. Empirical data and research results helped to confirm the connection between conformity and value orientations. Understanding this connection can be useful for developing strategies to support students and form their independent thinking and value attitudes within educational programs and social contexts.

In modern society, conformism plays a significant role on the formation of students' value orientations. Conformism can influence how young people perceive and accept the values, norms and expectations of society. In this article, a sociological analysis of students' value orientations will be conducted focused on the influence of conformism.

**Keywords:** social values, social comparison, conformism, value attitudes, value orientations of students.

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## **КОНФОРМИЗМНІҢ ӘСЕРІНЕН ҚАЛЫПТАСҚАН СТУДЕНТТЕРДІҢ ҚҰНДЫЛЫҚ БАҒДАРЛАРЫНА СОЦИОЛОГИЯЛЫҚ ТАЛДАУ**

*Аңдатпа*

Бұл мақалада конформизмнің әсерінен қалыптасқан студенттердің құндылық бағдарларына социологиялық талдау жасалды. Конформизм ұғымы, оның қоғамдағы рөлі, сондай-ақ конформизмнің студенттердің құндылық бағдарларына әсері қарастырылды. Эмпирикалық дәлелдер мен зерттеу нәтижелері конформизм мен құндылық бағдарлары арасындағы байланысты растауға көмектесті. Бұл байланысты түсіну студенттерді қолдау стратегияларын әзірлеу және олардың білім беру бағдарламалары мен әлеуметтік контексттердегі өзіндік ойлауы мен құндылық көзқарастарын қалыптастыру үшін пайдалы болуы мүмкін.

Қазіргі қоғамда конформизм студенттердің құндылық бағдарларын қалыптастыруда маңызды рөл атқарады. Конформизм жастардың қоғамның құндылықтарын, нормалары мен үміттерін қабылдауына және қабылдауына әсер етуі мүмкін. Бұл мақалада конформизмнің әсеріне бағытталған студенттердің құндылық бағдарларына социологиялық талдау жасалады.

**Түйін сөздер:** әлеуметтік құндылықтар, әлеуметтік салыстыру, конформизм, құндылық қатынастары, студенттердің құндылық бағдарлары.

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## **СОЦИОЛОГИЧЕСКИЙ АНАЛИЗ ЦЕННОСТНЫХ ОРИЕНТАЦИЙ СТУДЕНТОВ, СФОРМИРОВАННЫХ ПОД ВОЗДЕЙСТВИЕМ КОНФОРМИЗМА**

*Аннотация*

В данной статье был проведен социологический анализ ценностных ориентаций студентов, сформированных под воздействием конформизма. Были рассмотрены понятие конформизма, его роль в обществе, а также влияние конформизма на ценностные ориентации студентов. Эмпирические данные и результаты исследований помогли подтвердить связь между конформизмом и ценностными ориентациями. Понимание этой связи может быть полезным для разработки стратегий поддержки студентов и формирования их самостоятельного мышления и ценностных установок в рамках образовательных программ и социальных контекстов.

В современном обществе конформизм играет значительную роль в формировании ценностных ориентаций у студентов. Конформизм может влиять на то, как молодые люди воспринимают и принимают ценности, нормы и ожидания общества. В данной статье будет проведен социологический анализ ценностных ориентаций студентов, сфокусированный на влиянии конформизма.

**Ключевые слова:** социальные ценности, социальное сравнение, конформизм, ценностные установки, ценностные ориентаций студентов.

## **INTRODUCTION**

Training a competitive specialist who is able to independently, confidently defend his ideas and solutions in connection with modern social changes, implement them, think critically and creatively and act, searching and finding ways of self-development, is one of the tasks set by universities. It is assumed

that the intellectual potential of students depends on the stereotypes and values formed by students in the social environment when entering the modernization process of society. The scientific and methodological subject of the study is a critical analysis of value orientations formed under the pressure of social roles and prevailing standards of mass consciousness (conformism), aimed at identifying conditions for the formation of an ideal and value among students who meet the requirements of national tradition and time. Identification of value systems on the career path as a solution to the problem and systematic study of the relationship between personal values and organizational behavior, including decision-making, based on constructive methodology. In this regard, we propose to change the attitude towards society, which is formed on the basis of conformity. The study of the value orientations of students is determined by the dependence of the field of education on the cultural nature and historical context. The purpose of the article is to reveal the role of the stereotype of conformity in the formation of students' need for independent formation of value orientations.

The theme of the impact of conformity on the formation of value orientations of students is important and relevant in modern society. Conformity and social influence are integral part of our lives. People are often looking for approval and acceptance from other people, and it can exert a strong influence on their values, beliefs, and decisions. Universities and colleges play an important role on the formation of value orientations of students. Educational environment may present different social and cultural contexts in which students encounter a variety of views and values. To study the effect of conformity on students, can help better understand how the learning environment affects the formation and change of value orientations. The formation of self-identity and development as a person are important tasks for students. The influence of conformity can create tension between the desire being accepted by the group and the preservation of their own values and beliefs. The study of this topic can help students to develop a more informed and independent approach to the formation of their identity. Understanding of the influence of conformity on the decisions of students is of practical importance in various fields such as education, psychology, social work and management. This knowledge may help to develop more effective strategies to support students, contributing to the development of their self-determination and self-development.

## **RESEARCH METHODOLOGY**

People are social creatures, and they seek social affiliation and approval. As a result, they may rely on the opinions and behavior of others to conform and to group norms and expectations. This can manifest itself in various forms of conformity, when people change their beliefs and behaviors to fit the group.

French sociologist Emile Durkheim, known for his research in the area of social norms and social influence in society, believed that norms play a key role in the maintenance of social coordination and stability, and social influence has a strong impact in shaping the behavior and beliefs of people [1, p.273]. When we are talking about students, social influence and norms also play a significant role in their lives. In the University environment, students are confronted with different social groups, such as peers, teachers and community organizations. The influence of these groups can affect the students and to influence their behavior and attitudes.

American scientist Stanley Milgram in the 1960-ies conducted an experiment to study how authority figures can influence the behavior of individuals and lead them to conform, even if it is contrary to their own values and beliefs. In experiments, Asch investigated how people can be influenced by the group's opinion and tend to change their own beliefs or perceptions to fit the majority opinion.

Studies of social influence, for example, C. Milgram's experiments [2, p.46] and S. Asch [3] demonstrate how group pressure and conformity can change the behavior and beliefs of people based on the desire to be loved by others, or the desire to be right, which Sheriff [4] called the private adoption (i.e., believing that the opinions of others can be more proper or knowledgeable than their own). One of the most famous Asch's experiment is an experiment on the correlation lines. The participants were shown a series of images with lines of different lengths and were asked to indicate which of them

coincides with the reference line. However, the experiment was attended by the actors who gave incorrect answers, deliberately choosing a line that is clearly not coincide with the reference. Interestingly, in such cases, many of the participants of the experiment, despite the obvious correct answer, were subjected to group pressure and also chose the wrong option to fit the opinion of the other participants.

In addition, a small social experiment was conducted among the students of the Kazakh National Pedagogical University named after Abai. It can be noticed that under the influence of authoritative persons or authoritative students in the group, other students changed their decisions.

Asch's experiments showed that social influence and group pressure could significantly influence on the decisions and behavior of individuals. Mechanisms of social conformity include factors such as the desire for social belonging, fear of rejection; doubt their own knowledge and abilities, as well as the perception of the majority as a source of correct information.

Solomon Asch's research stressed the importance of social context and the influence of the group on the formation of beliefs and behavior. These results have relevance not only in the field of social psychology, but also in understanding the mechanisms of social interaction and the formation of collective norms and values [5].

Indeed, the theory of social conformity, developed by Solomon Asch, represents an important contribution to the understanding of the influence of group dynamics on individual behavior. His experiments demonstrate that even in situations where the right answer is obvious, people can obey the opinion of the majority, avoiding conflict or seeking to meet the group. Also the experiment of Stanley Milgram showed that under the influence of authority and social pressure, people can deviate from their own values and to make unpopular or even harmful decisions. He emphasized the strength of an authority figure and its ability to control the behavior of other people, even if it contradicts their own beliefs [6].

They stressed that conformism can be a powerful factor influencing our behavior and the ability to make their own decisions, especially in the presence of authority figures and social pressure. Also the need for awareness of their own values and beliefs, and the ability to think critically and make their own decisions in situations when faced with social pressure.

The study of the theory of social conformity Asch and Milgram also allows you to realize the importance of critical thinking, autonomy and independent decision-making. This allows us to understand more deeply how the social environment in which we live can influence on our values, beliefs and actions, and how we can develop more autonomous and conscious behavior.

These studies have broad applications and are important not only for understanding behavior in the laboratory, but also for the analysis of real social situations. They help to explain why people can make unpopular or irrational decisions being exposed to social pressure or trying not to violate the generally accepted norms.

In order to prove these theories there was carried out a little experiment with the students of Abai University. The participants of the experiment were 2<sup>nd</sup> year students of Abai University. The experiment was conducted in accordance with the relevant guidelines. Before starting the behavioral experiment, each participant consent has been obtained. During the lecture was held questions and answers on various topics. For wrong answers is indicated by the special experts, attending lessons and actors elders as well as, students who had a reputation among the group. In addition, to manipulate social hierarchy, the teacher also gave examples of these, which are not correct answers. As a result, the participants chose the correct answer, and approved the response, which were selected by actors.

## **RESULTS AND DISCUSSION**

A specific level of people's dependence on the opinions of others may differ depending on various factors, including personal characteristics, context, and socio-cultural conditions. However, we can say that social influence and opinions of others play an important role in shaping the behavior and beliefs of people. People are social creatures, and they seek social affiliation and approval. As a result, they may rely on the opinions and behavior of others to conform to group norms and expectations. This can

manifest itself in various forms of conformity, when people change their beliefs and behaviors to fit the group.

Conformism is a phenomenon when the individual brings their behavior, opinions, and values in accordance with the opinions and behavior of others or with the requirements of the social environment. Durkheim believed that conformity is important for the maintenance of social integration and solidarity in society. When people conformists, they share common norms and values that facilitate social coordination and stability [7, С. 118].

However, Durkheim also warned about the possible negative consequences of conformity. Too high level of conformity can lead to loss of individuality, innovation, and diversity in society. If all people unconditionally conformidade, it can prevent change and progress.

It should be noted that conformism could be both positive and negative depending on the context. In some cases, conformity may contribute to the maintenance of the social order, solidarity and coherence in society. However, in other cases conformism can support inequality, injustice or bad practices.

Thus, Durkheim emphasized the importance of social influences and norms in society, as well as the informed and critical approach to conformity to achieve a balance between the maintenance of social inclusion and the preservation of identity.

Conformity can occur for various reasons, including the desire to be accepted and to avoid social isolation, the desire to follow the authorities, comparison with other people and their opinions and influence group dynamics.

However, it is important to note that the degree of dependence on the opinions of others may vary from person to person. Some people may show greater independence and independence of thinking, not submitting to group pressure. Other people may be more susceptible to the influence of others and more prone to conformism.

Overall, the opinions of others can have a significant impact on the behavior and beliefs of people, but the final decision and responsibility for decision-making are always on the human. It is important to develop critical thinking, self-awareness and ability to evaluate information to make their own, informed decisions based on their own values and beliefs.

The impact of conformity on value orientations of students can be significant. It is possible to allocate the following main aspects of this influence:

1. The adoption of the standards and norms of the group. When students feel the pressure of conformity, they may be inclined to adopt the opinions, values and norms that prevail in their social group. Therefore, people are in social groups, often exposed to the pressure of conformity and tend to accept the values and norms of their group. It can influence their decisions and behaviour, as they strive to meet expectations and be accepted by the group. They can take these values as their own, even if they do not fully correspond to their own beliefs. This comes from the desire to be accepted and socially integrated.

2. Social comparison. Students can use conformity as a guide to determine what is considered "right" or "normal" in a certain situation. They can make decisions based on what other people do, instead of completely guided by their own beliefs and values. Conformity can occur from the desire of students to meet the expectations of their peers and the environment. "Most individuals that changed their opinion did so out of some combination of the two forces, but there were people who only changed their opinion overtly in order to gain social acceptance as well as those who did not want to give the appearance of changing their mind, but still wanted to be right. These findings have important implications for research on social and political behavior. They reinforce the understanding that citizens and elites cannot be simply viewed as rational utility maximizers independent of group dynamics. Yet, at the same time, the desire to be right and information remain critical components of opinion change" [8]. They can compare their values and beliefs with what is considered "normal" in the group, and to change their orientation to meet these standards. They fear being rejected or isolated if their values differ from the majority.

3. Influence of authorities. Authoritative figures such as teachers, parents and others influence the formation of students' value orientations. If they express certain opinions or offer certain options,

students may be inclined to their decisions because of authority and fear of doubting their own beliefs. When students see that these authorities express certain values, they tend to accept them and incorporate them into their own value systems. This is due to the desire to gain acceptance and recognition from these authorities. Experts in the field of social psychology has studied the preference due to their choice and preferences that have changed because of the opinions of other people with different social status. "The results showed that the participants were more likely to change their preferences in line with those of the superior partner and in the public rather than in the private condition. In other words, they are more inclined to publicly conform to those with the authority in the hierarchical situation (i.e., the modified dictator game) or with expertise (i.e., a higher performance in the perceptual tasks) than unauthorized partner or non-expert" [9]. The results obtained, based on research and theory, suggested that social identity would depend on social hierarchy.

4. Fear of rejection and social isolation. Fear of rejection or remain isolated is a powerful factor of influence conformity. Students, for fear of losing support and communication with your group, I can change their values, to conform to what's considered "proper" in the group. This can lead to loss of individuality and the suppression of unique values.

However, it is important to note that the impact of conformity on value orientations of students can be positive. It can facilitate social integration, cooperation and strengthen group ties. To study S.Kucherenko "the lower sociometric status of the student, the more he prefers the pleasure of socialization and stimulation of security. The opposite is true: the higher sociometric status, the more students preferred social and security" [10, C.186]. That is, the higher the value of socialization and self-determination, the less the impact of the group. At the same time, it is necessary to develop students' critical thinking, independence and the ability to analyze and evaluate the value of different paradigms, so they can make informed decisions and to form their own value orientation. In some cases, conformity can promote social integration, cooperation and coordination in the group. However, in other cases, it may suppress individual thinking, creativity and independence of decision-making.

The educational environment plays a significant role in the formation of students' value orientations. Curricula and the content of education can influence the formation of values among students. Courses and subjects that they are studying can represent certain values and worldview. For example, the objects associated with the Humanities, can emphasize the values of tolerance, social justice and civic responsibility, while the technical subjects can focus on innovation, rationality and efficiency. Training programs can have an indirect effect on value orientations of students, presenting them with various options and prospects. Following that teachers have an important influence on students in an educational environment. They can be source models of knowledge and values. Their example, the ability of critical thinking and support the active participation can encourage students to form their own value orientations. Interaction with a variety of teachers from different worldviews and values can help students to understand and make their own value orientations.

You can also note the educational environment. It provides students with the opportunity to interact with their peers and other students. This interaction can have a strong influence on the formation of value orientations. Equal and supportive relationships between students can contribute to the development of values of cooperation, mutual assistance and tolerance. In addition, the educational environment can provide students with the opportunity to be acquainted with diverse cultures, opinions and values, which contributes to their awareness and breadth in value attitudes.

In addition, the last stand the impact of the institution where enrolled students. The university also offers various extra durable activities and opportunities for public involvement. Participation in social and volunteer activities, student organizations, sports teams or cultural groups may contribute to the formation of values of civic responsibility, leadership, teamwork and self-development. Educational environment is a complex and multidimensional factor in the value formation of students. It provides opportunities for awareness, socialization and diversity of value orientations of students.

From this ranking conducted at the university, we can see that students turn to conformism in order to keep safe "that full-time students in a Self-real image are dominated by values such as Hedonism, Independence, Achievements, and they strive for Conformity and Security, i.e. they seek to control

themselves in relation to the prevention of conflict situations, for example, obedience, self-discipline, politeness, while it is important for them to maintain security for other people and themselves, harmony, stability of society and relationships" [11, p.435].

Social norms determine the expected behavior in society. In the university environment, there are norms related to the educational process, for example, striving for success, respect for the rules of academic integrity, etc. There are also norms of social behavior, for example, respect for one's colleagues, cooperation, tolerance, etc.

Social influence can occur through various mechanisms, such as conformity, identification with a group or authority, social comparison, and other. Students may feel pressure from their peers or the public opinion, which can influence their behavior and choices.

However, it is important to note that social influence is not necessarily negative or limiting. They can also play a positive role in shaping the personality of students, helping them to adapt to University life, develop social skills, and learn to cooperate with others and to participate in the collective effort.

Overall, social influence and norms in society, including academic circles play an important role in shaping the behavior and beliefs of students. They can have both positive and negative effects, so it is important to be aware and critical in relation to external influences and to adhere to its own values and principles.

## **CONCLUSION**

Studies show that the social environment such as family, friends, school, and cultural factors can have a significant impact on the value orientations of students. These factors can interact with conformism and to generate unique values.

Overall, the theme of the impact of conformity on value orientations of students is always relevant, as it helps us to understand better social processes in learning environments, and provides the basis for the development of strategies and programs aimed at the development of individuality, critical thinking, and independence of students.

It is important to note that conformism can have both positive and negative aspects. It can facilitate social integration and solidarity in the society, but can also limit individual freedom of thought and diversity in the value system. Therefore, examining the role of conformism in the formation of value orientations allows us to better understand the complex relationships between individual and social factors in the formation of values.

It is possible to allocate the following issues and challenges related to conformity:

**The loss of identity.** When students too much conformists, they can lose their uniqueness and individuality. They can suppress their own opinions, ideas and values to fit the group. This may lead to loss of identity and to limit the possibilities of personal development.

**Limit innovation and progress.** When students in a group or society too conformidade, it may prevent the emergence of new ideas, innovation and progress. Individuals who do not want to conform may face resistance and unfair treatment from the group, which can depress ideas and creativity.

Conformity can lead to the persistence of negative norms and practices in society. If all obey and follow existing regulations that may be unfair, discriminatory, or harmful, then it can impede change and improve the situation.

Conformism can imply strong group pressure on an individual, which can lead to the loss of his autonomy and freedom to make his own decisions. People may feel obligated to follow group norms and values, even if it contradicts their own beliefs.

Conformism could contribute to social and cultural monotony, when students in a group or society strive to be like and to comply with the generally accepted norms and expectations. This may limit the diversity, creativity and mutual enrichment of different ideas and perspectives.

It is important to note that conformity itself is not always a problem. However, when conformity becomes a direct consequence of group pressure, suppresses individuality, restricts freedom of thought and leads to the preservation of negative norms and practices, this can have negative consequences for society and the individual.

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