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THE INFLUENCE OF GLOBAL TRENDS ON THE FORMATION OF YOUTH VALUES

Abstract

This article is a comprehensive study of the impact of modern global trends on the formation of values among young people. The authors focus on the influence of information technology and social media on the formation of cultural preferences of the younger generation. Special attention is paid to global environmental challenges and social inequalities, as well as their impact on the values of young people.

The article reveals how global changes in the socio-cultural environment affect the value orientations of young people. Key factors such as active participation in social movements and the development of environmental awareness are analyzed. The research provides practical and theoretical insights to understand the evolution of value systems of modern youth in the context of global challenges. The results obtained can be useful for the formation of effective strategies for education and interaction with youth communities, given their unique impact on the formation of future leaders and active citizens.

Keywords: youth, values, culture, global trends, value orientations.

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ӘЛЕМДІК ҮРДІСТЕРДІҢ ЖАСТАР ҚҰНДЫЛЫҚТАРЫН ҚАЛЫПТАСТЫРУҒА ӘСЕРІ

Аңдатпа

Бұл мақала заманауи әлемдік үрдістердің жастардың бойында құндылықтардың қалыптасуына әсерін жан-жақты зерттеу болып табылады. Авторлар ақпараттық технологиялар мен әлеуметтік медианың жас ұрпақтың мәдени қалауын қалыптастыруға әсеріне назар аударады. Жаһандық экологиялық сын-қатерлер мен әлеуметтік теңсіздіктерге, сондай-ақ олардың жастардың құндылық көзқарастарына әсеріне ерекше назар аударылады.

Мақала әлеуметтік-мәдени ортадағы жаһандық өзгерістердің жастардың құндылық бағдарларына қалай әсер ететінін анықтайды. Әлеуметтік қозғалыстарға белсенді қатысу және экологиялық сананың дамуы сияқты негізгі факторлар талданады. Зерттеу жаһандық сын-қатерлер контекстінде қазіргі жастардың құндылық жүйелерінің эволюциясын түсіну үшін практикалық және теориялық түсініктерді ұсынады. Алынған нәтижелер болашақ көшбасшылар мен белсенді азаматтардың қалыптасуына бірегей әсерін ескере отырып, жастар қауымдастықтарымен тәрбие мен өзара іс-қимылдың тиімді стратегияларын қалыптастыру үшін пайдалы болады.

Түйін сөздер: жастар, құндылықтар, мәдениет, жаһандық үрдістер, құндылық бағдарлары.

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ВЛИЯНИЕ МИРОВЫХ ТЕНДЕНЦИЙ НА ФОРМИРОВАНИЕ ЦЕННОСТЕЙ МОЛОДЕЖИ

Аннотация
Данная статья представляет собой всестороннее исследование воздействия современных мировых тенденций на формирование ценностей у молодежи. Авторы акцентируют внимание на влиянии информационных технологий и социальных медиа на формирование культурных предпочтений молодого поколения. Особое внимание уделяется глобальным экологическим вызовам и социальным неравенствам, а также их влиянию на ценностные установки молодежи.

Статья выявляет, как глобальные изменения в социокультурной среде отражаются на ценностных ориентациях молодежи. Анализируются ключевые факторы, такие как активное участие в социальных движениях и развитие экологического сознания. Исследование предоставляет практические и теоретические инсайты для понимания эволюции ценностных систем современной молодежи в контексте глобальных вызовов. Полученные результаты могут быть полезны для формирования эффективных стратегий воспитания и взаимо-действия с молодежными сообществами, учитывая их уникальное воздействие на формиро-вание будущих лидеров и активных граждан.

Ключевые слова: молодежь, ценности, культура, глобальные тенденции, ценностные ориентации.

MAIN PART

The concept of sustainable development has become one of the most important aspects in modern society. This article examines the role of education in achieving sustainable development. The main focus is on analyzing how modern educational practices and innovations can contribute to the formation of sustainable social and environmental values among students. Various aspects of this issue are discussed in the article, such as the inclusion of sustainable development themes in educational programs, the use of active learning methods and practical projects, and the role of educational institutions in shaping environmental consciousness and responsible behavior. The authors also offer recommendations for improving educational practices to more effectively integrate the principles of sustainable development into the educational process.

In today's world, youth are influenced by various global trends that significantly impact their values and lifestyles. Our study analyzes the sociological aspect of the influence of these global trends on the formation of youth values. One of the key aspects of this influence is the proliferation of information technology and access to the internet, which significantly expands the horizons of youth and influences the formation of their value orientations.

Another important aspect is the globalization of culture and media, which can lead to changes in the priorities of values and perceptions of the world among youth. Also worth considering is the influence of social networks and virtual communities on shaping the values of youth. Many young people actively participate in various online communities where current topics are discussed, new value norms and standards of behavior are developed.

In the context of these influences, it is important to conduct sociological research aimed at identifying changes in the value orientations of youth and understanding their socio-cultural context. This will enable the development of effective strategies for moral education and support for youth in the modern information society.

INTRODUCTION

Currently, young people are faced with the influence of a variety of global trends that have a significant impact on their values and lifestyle. This article analyzes the sociological aspect of the influence of global trends on the formation of values among young people. One of the key aspects of the impact of global trends on young people is the spread of information technology and access to the Internet. Young people actively use the Internet to obtain information, communicate and express themselves. This factor significantly broadens the horizons of young people and influences the formation of their value orientations.

Another important aspect is the globalization of culture and media. Young people are exposed to the influence of Western culture through cinema, music, fashion and other media. This can lead to a change in their value priorities and ideas about the world. It is also worth considering the influence of social networks and virtual communities on the formation of youth values. Many young people actively participate in various online communities where topical topics are discussed, new value norms and standards of behavior are developed. In the context of these influences, it is important to conduct sociological research aimed at identifying changes in the value orientations of young people and understanding their socio-cultural context. This will make it possible to develop effective strategies for moral education and support of young people in the modern information society.

In recent years, the formation of a global information society has been increasingly discussed. The role of the information sector of the economy is growing rapidly, digital networks and means of communication are developing at great speed, and digitalization continues to increase in scale. These processes significantly affect people's daily lives, introducing them to a new information reality. One of the important features of the informatization of society is globalization: our worldview is formed not only under the influence of the values of our society, but also under the influence of information from different cultures and peoples. This creates a new humanitarian situation where countries and peoples are becoming increasingly interconnected and interdependent. In such conditions, the issue of the formation of moral values of the information society becomes important and the role of moral education of the individual becomes even more important [1].

In world sociology, M.Weber, P.Sorokin, E.Durkheim, R.Merton, T.Parsons addressed the topic of studying the value orientations of youth. In the 20th century, several scientific schools developed that investigated youth issues and explained the specific features of consciousness, behavior and socialization of youth. The research of E.Erickson, T.Parsons, M.Mead and other scientists shows how important it is to transfer basic norms and values from the older generation to the younger ones in maintaining the stable functioning of society.

Contemporary youth is facing rapid and profound changes in the socio-cultural environment under the influence of global trends. As noted by Lewis and Crooks [2], the digital revolution and globalization significantly impact the value orientations and behavioral patterns of youth. These trends alter modes of communication, access to information, and the formation of social identity among young people. Moreover, Shields [2] emphasize that youth increasingly rely on social media and global information flows to shape their identity and value orientations. This phenomenon, as pointed out by Smith and Jones [3], raises important questions about which cultural and social values are transmitted through global communication networks and how they influence the formation of youth values.

In the context of this discussion, the study of the impact of global trends on the formation of youth values is a relevant issue that requires deeper study and analysis. In this article, we attempt to contribute to this discussion by analyzing contemporary sociological approaches and empirical data on the influence of global trends on youth value orientations. We aim to identify the key mechanisms and factors that determine the process of value formation among youth in the context of globalization and digitalization, as well as to assess the consequences of these changes for socio-cultural dynamics and the development of youth societies [4].

METHODOLOGY

The methodology of our research on the impact of global trends on the formation of youth values includes several key approaches. First, we will analyze academic sources such as scientific articles, books and reports on this topic. Using this method, we obtained an overview of current research and ideas about the impact of global trends on young people. Various points of view and approaches to this problem have been studied in order to form a comprehensive understanding of the phenomenon.

Secondly, comparative analysis and content analysis of the conducted sociological research conducted with young people, as well as experts in the field of sociology and youth studies. These materials will help us get direct feedback and opinions from representatives of the target audience. The analysis will provide quantitative data on the preferences, values and views of young people on the impact of global trends.

The third method we used was to observe the activity and behavior of young people in various contexts. We analyze their interaction with social media, participation in youth movements, as well as their reaction to cultural and social changes. This method will allow us to gain a practical understanding of how global trends affect the behavior and values of young people in real time. The combination of these methods will allow us to gain a deep and comprehensive understanding of the impact of global trends on the formation of youth values and formulate recommendations for the development of appropriate support and education strategies.

DISCUSSIONS AND RESULTS

The results of our research shed light on the complex interaction of global trends and youth values, revealing several key aspects of the impact of these trends on the value orientations of youth in the modern world. One of the central conclusions of our study is the significant impact of digitalization and globalization on the formation of values among young people. With the spread of digital technologies and social media, young people are becoming exposed to a variety of cultural influences and points of view from different parts of the world. This not only expands their cultural horizons, but also poses a challenge to traditional value systems, leading to the emergence of hybrid identities and value attitudes.

In today's rapidly changing world, young people find themselves in the spotlight, absorbing and adapting to the influence of various global trends. This process of value formation takes place in the context of globalization, technological progress, environmental challenges, social movements and other factors that have a significant impact on their worldview and beliefs [5].

Globalization and cultural pluralism. With the development of global communication networks and social media, young people are faced with a variety of cultures, world events and different points of view. This experience broadens their horizons, strengthens cosmopolitan values, and promotes tolerance for diversity. Research shows that young people who are in contact with diverse cultural and social contexts often show more open and tolerant views [6].

Technological progress and digital transformation. Modern technologies are becoming an integral part of the lives of young people, shaping their values in the field of innovation, digital security, education and self-development. Digital literacy and the ability to quickly adapt to changes in the technological environment are becoming key skills. Research conducted by the National Institute of Education in the United States indicates that youth actively engaging with modern technologies often express interest in developing digital skills and education. Modern technologies have become an integral part of youth's lives, shaping their values in terms of innovation, digital security, education, and self-development. Digital literacy and the ability to adapt quickly to changes in the technological environment are becoming key skills [7].

Environmental awareness and sustainable development. Young people perceive serious environmental threats such as climate change and the destruction of biodiversity, which shapes their values of environmental responsibility, sustainable consumption and environmental protection. Numerous studies, such as the World Bank's Youth and Climate Change Report, emphasize that

young people are increasingly aware of the importance of environmental issues and express an interest in sustainable development. They actively participate in environmental movements and initiatives, which reflects their new value orientations.

Social movements and activism. Participation in social movements and activism helps young people express their values of freedom, justice and civic responsibility. They actively advocate for the rights of minorities, fight discrimination and strive to create a more just society. Research conducted at universities in the United States and Europe indicates that young people involved in social movements and activism often express the values of freedom, justice and civic responsibility.

Economic trends and values. Economic factors such as unemployment and rising prices can shape the value orientations of young people in relation to work, success and wealth. Various studies, including reports from the World Bank and journals of economic sociology, discuss the influence of economic factors on youth values. They point out that economic instability can shape youth values towards labor stability, financial independence, and career achievement.

Cultural change and media influence. Trends in culture and media have a significant impact on the formation of values of young people, determining their preferences in music, cinema, fashion and other spheres of life. Research has shown that young people's musical preferences are largely influenced by cultural trends and media exposure [8]. For example, the advent of streaming platforms such as Spotify and Apple Music has made it easier for young people to get to know new music and genres, shaping their musical tastes accordingly.

The emergence of influential people on Instagram has led to the spread of certain fashion styles and aesthetics among young people. Platforms such as Instagram, Twitter and YouTube have a profound impact on the lifestyle, aspirations and self-expression of young people. Curated images and lifestyles presented on these platforms can shape young people's ideas of beauty, success and happiness. Online subcultures, memes and viral trends can spread rapidly and shape the cultural zeitgeist, influencing the values and behavior of young people.

A general look at these global trends allows us to understand what values and beliefs are being formed among young people in the modern world and how they can influence their behavior, decisions and interaction in society. It is important to take this into account when developing strategies for upbringing, education and interaction with youth communities.

According to McKinsey's estimates, by 2025, the potential effect of digitalization on the economy will amount of $3.9 trillion to $11.1 trillion (19–34% of the total GDP increase). Currently, more than 90% of people aged 15-24 use the Internet almost every day [6]. «The Network Generation», «Net Generation», or Generation Z, refers to those born starting from the year 2000. They have grown up with "liquid crystal" images, and from an early age, their representatives became active online consumers. This occurred simultaneously with the formation and growth of new Internet markets. The strong dependence of Generation Z on technology in general and online technologies in particular, as well as their unique behavior on the Internet, have generated significant interest from scientific and business communities. For example, marketers can use them to stimulate sales and PR promotions, while HR specialists can utilize them to address development and training issues, talent management, and motivating Generation Z individuals to work. By 2025, Generation Z is projected to constitute around 25% of the total workforce.

Generation Z's profound impact extends beyond the realms of technology and marketing, influencing education, entrepreneurship, CSR, and healthcare. As this generation continues to enter the workforce and consumer markets, businesses and institutions must adapt to accommodate their preferences and values to remain relevant and competitive in the evolving landscape of the 21st century.

Moreover, our research has revealed the important role of peers and online communities in shaping the values of young people. Online platforms serve as a space for social interaction and self-expression, where young people discuss and form their self-image in the context of their online presence. This not only facilitates the exchange of ideas and experiences, but also has a significant impact on the formation of values and beliefs of young people.

Under the influence of global digitalization and virtualization of life, the process of socialization of young people is being transformed, which leads not only to positive but also negative consequences. Special attention in this binary should be paid to the formation of value orientations of young people. In the minds of modern youth, there is a displacement of established socially significant values by landmarks of an individualistic order. Contradictory attitudes are increasingly being observed, and the holistic picture of the world is changing. In this regard, social networks to some extent replace the classical institutions of socialization – family, school, real friends and peers. Dissatisfied with the surrounding reality, young people begin to prefer the virtual world as the most acceptable, which leads to the formation of an alternative reality [9]

Social media today is an integral part of young people's daily lives. They not only provide means for communication and entertainment but also exert significant influence on shaping the values and beliefs of young individuals. In this context, social media serves several functions that can have both positive and negative effects on the value orientations of youth.

Firstly, social media creates unique opportunities for exchanging ideas, opinions, and information. Young people can participate in discussions on various topics, explore different perspectives, and shape their own worldview. However, in this process, they may be exposed to uniform opinions and distorted information, which can distort their perceptions of the world and values.

Secondly, social media offers models of behavior and lifestyles that can influence the value preferences of youth. Many young people aspire to aesthetic and material well-being, which is often demonstrated on social media through photos, videos, and stories about an ideal life. This can lead to the idealization of certain values, such as consumption, external beauty, and material success.

Thirdly, social media influences the formation of social relationships and belonging to certain groups and communities. Youth may find support, understanding, and approval in online communities that share their values and interests. However, this can also lead to the formation of «echo chambers» where certain beliefs are supported and reinforced, while alternative viewpoints and values are excluded. Thus, the influence of social media on the values of youth is complex and multifaceted. It can contribute to expanding horizons, self-understanding, and social activism, but also presents the danger of distorting reality and reinforcing superficial and materialistic values.

The research conducted by Brand Analytics presents data on the active audience of social networks in Kazakhstan for September 2023 [10]. The main attention is paid to the analysis of active users, since the research focuses on the role of social networks as a means of public communication and their influence on the formation of public opinion. The conclusions of the study emphasize the importance of the role of online communities and social platforms in the formation of the information field and value orientations in Kazakhstan. Instagram and Telegram are the leaders in terms of the number of active authors and the volume of messages. VK and Facebook also occupy a significant place in the information space of the country.

Russian and Kazakh languages predominate in Kazakhstan's social networks, with a slight decrease in the share of the Russian language. The rating of influential online media complements the picture of the information field, showing the activity of users when quoting and discussing the materials of publications.

The study provides important data on the composition of the active audience of social networks, their preferences and behavioral trends, which helps to better understand the information space and social processes in Kazakhstan. Facebook remains the most popular social media in the world. Thus, by the end of October 2023, its share amounted to 65.15%. Instagram (12.05%), Twitter (8.75%) and Pinterest (8.47%) are following with a large gap.

In addition, Internet media play an important role in shaping the information space of Kazakhstan. These online publications provide a wide range of news, analytical materials, event reviews and other information that is actively distributed in the online environment. Among such online media, to which users of social networks most often refer and make links to their materials, such resources as Sports.kz, Zakon.kz, TengriNews, Nur.kz, KazInform, Business Kazakhstan, Kazlenta, prosports.kz, Vesti.kz, KazTAG and others. These publications actively participate in the

formation of public opinion and information dialogue in Kazakhstan, playing an important role in the dissemination of relevant news and analytical materials.

In summary, our study delved into the intricate interplay between global trends and the values held by today's youth. By scrutinizing the effects of globalization, technological advancements, environmental concerns, social activism, economic fluctuations, cultural shifts, and media influence, we unearthed pivotal factors molding the beliefs and principles of young individuals.

Our research spotlighted the profound impact of digitalization and globalization on youth values, showcasing how digital technologies and social media platforms expose young people to diverse cultural perspectives, fostering cosmopolitan values and hybrid identities. Additionally, we underscored the significance of environmental consciousness and sustainable development in shaping youth values, along with the pivotal role of social movements and activism in cultivating values of freedom, justice, and civic responsibility. Economic circumstances, including unemployment and inflation, emerged as influential determinants of youth values, emphasizing the necessity of addressing economic instability to foster values of labor stability, financial independence, and career success. Furthermore, we emphasized the influential role of cultural trends and media exposure in shaping youth values, particularly through platforms like Instagram, Twitter, and YouTube, which mold young people's lifestyles, aspirations, and self-expression.

CONCLUSION

As a result of the study of the influence of global trends on the formation of youth values, it becomes obvious that the modern young generation finds itself in the center of a complex interaction of global processes that have a significant impact on their values and life orientations. Globalization, technological progress, environmental challenges, social movements and cultural transformations form a variety of factors that determine the values and preferences of young people. On one hand, modern youth shows a high interest in the development of digital skills, actively participates in social movements and initiatives, and strives to create a just and sustainable world. On the other hand, young people are influenced by economic and socio-cultural factors, which can lead to the formation of values focused on individual success, consumer materialism or apathy.

Comprehensive and targeted strategies and programmes are needed to successfully address the challenges faced by young people and effectively support their positive development. Education plays a key role in shaping the values of young people, so it is important to develop educational programs that promote the development of critical thinking, tolerance and digital skills.

In addition, it is necessary to focus on the development of social and environmental programs that promote active civic participation and responsibility to society and the environment. The promotion of media and cultural initiatives, support for youth initiatives and the creation of partner platforms for dialogue between youth and public structures will also contribute to the development of positive values and the formation of active citizens.

In conclusion, understanding and taking into account the influence of global trends on the formation of youth values will make it possible to develop and implement effective strategies and programs that contribute to strengthening positive values and developing the potential of youth in the modern world.

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