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DYNAMICS OF VALUE ORIENTATIONS OF THE POPULATION OF UKRAINE, POLAND, RUSSIA AND BELARUS (2010–2022): COMPARATIVE ANALYSIS

Introduction. The problem of value orientations is the matter of social values choice of every person or every social group, community or society as a whole that is faced in a particular concrete-historical epoch or situation. Any local or global events can significantly influence on their state, also reorient, reform and change. Especially noticeable impacts on value orientation differ on the micro-level – persona; dramas (the loss of relatives or close people, the loss of work, an inability pay off debts, social disadaptation etc.) and on the macro-level there are political and economical crises, social transformations, war conflicts and wars.

Russian-Ukrainian war which has been lasting since spring 2014 and on February 24 2022 has come into its hot phase – full-scale military invasion by the Russian Federation on the territory of sovereign Ukraine – has become such a global factor that has radically changed the structure and content of nation value orientation not only of Ukraine but also of many countries in Europe and in the world. Any war is the most full-scale social event which inevitably brings human tragedies and victims, ruins and catastrophes, losses, tears and pain. A current war has taken lives of tens of thousands of Ukrainians including children, hundreds of thousands of people has been wounded, captured or taken outside Ukraine, villages, cities, industrial and social infrastructures have been ruined. However, as Russian sociologists' sociological surveys show that most part of Russians (57% of respondents) support the war in Ukraine which Russian Federation government calls “a special military operation” and think that it should be continued; only 30% of respondents share the

opinion that the war should be urgently stopped, the other 13% couldn't form their opinion [4].

It is necessary to emphasize that Belarus headed by the self-proclaimed President Oleksandr Lukashenko has become the closest Russia's ally and has given an opportunity for Russian troops to use its territory in order to be located and to carry out attacks on the Ukrainian territory. Alongside as it is known from mass media Belarus nation has ambiguously perceived this situation although mass protests have not been noticed except “railway war”.

During Russian aggression Poland has become the most active ally of Ukraine in providing different kind of support such as military and humanitarian aid and also Poland has taken in the biggest quantity of Ukrainian refugees. The scientific problem of this work is determined by these very historical facts and the necessity of identifying similarities and differences between nation value orientations of Ukraine, Poland, Russia and Belarus in current historical period and also defining the reasons that created two controversial worlds of value orientations: Russian and Belarusian, and Polish and Ukrainian. The aim of this work is to define state, structure and dynamics of nation value orientations of Ukraine, Poland, Russia and Belarus in 2010-2021 period and also to find out the reasons of their transformation and basic tendencies based on comparative analysis.

To reach the defined aim it is necessary, firstly, to clarify the content, essence and structure of value orientations; secondly, to identify peculiarities and factors that form value orientations; thirdly, to analyses basic value orientations which have been

inherent in nations of Ukraine, Poland, Russia and Belarus and to trace the dynamics of their changes during 2020–2021; fourthly, to define similarities and differences between basic value orientations of nations of researched countries and to define general tendencies of their transformation.

The design of researching value orientations of Ukrainian, Polish, Russian and Belarussian population, their content, essence and structure was based on the use of mixed approach – combination of different quantitative and qualitative methods and the choice of which was defined by the level of analysis and tasks of the scientific work. General scientific and special, theoretical and empirical methods have been used in the research. Analytical, synthetic, inductive and deductive methods have been used to clarify the content, essence and structure of value orientations. Comparative, critical, concrete-historical methods have been used to define the state and dynamics of value orientations of population of different countries as well as secondary analysis of World Values Survey (6th wave 2010–2014) and European Values Survey (5th wave 2017–2021) which representors of the research's countries have participated in. Harmonization of the variables of these two studies makes it possible to track the dynamics of changes in values, as well as to make a comparative analysis of different societies, both in general and in individual blocks of social indicators. The use of value ranging procedure has secured the defining of their significance level, similarities and differences for different societies. Averaging indexes of impact of level choice freedom on the success of life path and self-esteem of personal enabled cross-cultural comparisons with the calculating their arithmetic average. Calculating relative indexes of personal value-aims, the level of personal and institutional trust has been carried out using mark balancing – difference between respondents' positive and negative answers in accordance with their importance. Neutral answers haven't been taken into account during the calculation.

To define changes in values of the Ukrainian people in war conditions secondary analysis of the results of online-panel "Personal point of view" (the research with the use of CAWI method, the sample of 2780 respondents being 18–55 years old in the cities with the size from 50 thousand citizens on the territory of Ukraine except temporary occupied territories, representativeness has been provided with respect for percentage ratio of age and sex) that was held in June 2022 with the grant support of the NAS of Ukraine for research laboratories or groups of young scholars.

Main research material. The project "European Values Survey" is a unique large-scale longitude research of leading human values that was initiated in 1978 by Y. Kerckhoffs and R. de Moore being

supported by Tilburg University (the Netherlands). The project World Values Survey was started in 1981 by the professor R. Inglehart from Michigan University (the USA) after geographical extension of above mentioned research within the USA, Canada and other countries. Nowadays this project is one of the most widespread and authoritative international research which covers almost 120 countries/societies (almost 95% of the world population).

For the comparison let's use R. Inglehart and C. Welzel's methods who admit that in the process of modernization cultural changes and vector of political institutes can be modelled if we have enough data of value orientations and views of nationalities of different countries. R. Inglehart and C. Welzel created analytical instrument EVS / WVS called "World cultural map" which has two dimensions for cross-cultural comparison of countries and regions: dimension 1 (y-axis) – dichotomy of traditional vs secular-rational values; dimension 2 (x-axis) – survival values vs self-expression values.

Country shift on the y-axis bottom-up means transition from traditional values to secular-rational values, shift on the x-axis from left to right means transition from survival values to self-expression values. Country position in two-dimension space relative to one another does not refer to geographical close position but shows cultural similarity (or difference) [1]. Among big amount of social indexes and indicators which were used in the research let's choose such that have the biggest interest: values-aims (personal – work, family, friends and acquaintances, free time, politics and religion; public – economic increase, price stability, democracy); values-instruments (personal – freedom of life path choice, personal and institutional trust, personal features, self-esteem; public – defense capacity, law and order). To the amount of values-aims traditionally sociocentric are included which are based on positive attitude to people not depending on their social status. They are whole system of cognitive entity that fixes peculiar set of beliefs, ideals, prohibitions which a person takes as his own internal imperatives.

Let's analyze the results of sociological researches of World Values Survey (6th wave of 2010–2014) and European Values Survey (5th wave of 2017–2021), making an accent on individual and public values-aims and values-instruments that are chosen by the respondents of Ukraine, Poland, Belarus and Russia (see tables 1–8).

Due to the coefficient of personal value-aims significance from 2010 to 2021 (see table 1) the first level in their rating for the representors of researched countries (Ukraine, Poland, Belarus and Russia) constantly goes to family, the last one goes to politics. The second position for the Polish people in 2010–2014 was work and for the Ukrainian,

Russian and Belarussian people (2010–2021) were family and acquaintances. It can be explained that entrepreneurial independence and individual labour initiative for the Polish people has an ancient tradition while in the post-soviet countries it started developing only with independence gained (in 1990s), before that collectivist style of labour activity took place. Besides friendliness more natural to Russia, Ukraine and Belarus as these countries have multinational socio-demographic structure that has been formed due to the principles of unity and collectivism during soviet times in comparison to Poland.

For the representors of Ukraine, Belarus and Russia the level of work significance has increased during 2010–2021. However, for the Russian people it is the lowest among all the informants. As in the values-aims rating it is on the 2nd position sharing it with friends and acquaintances that is 1.3 fewer in comparison with the Polish, Belarussian and Ukrainian people.

As it is known free time is necessary to renovate physical, intellectual and mental human powers and it is a significance for human activity. If during 2010–2014 it was on the 4th position in the values-aims rating for the respondents from Poland, Ukraine, Belarus and Russia and in 2017–2021 it became more important for the Polish people taking the 3rd place. It is logical that such differences are connected with the level of work significance for them.

In the assessment of religion significance Poland is dominant, then in 2010–2014 Ukraine follows, while for the respondents from Russia and Belarus it is still not very significant as a value-aim. However, in 2017–2022 there is a positive dynamic. It should be mentioned that the lowest coefficient of religion significance during 2010–2021 is fixed in Russia and ranges from -0.10 to 0.1, that is 7 times less than in Ukraine and 8 times less than in Belarus and 46 times less than in Poland.

As for politics significance respondents' thought from researched countries coincides: significance coefficient ranges from -0.33 до -0.09. During 2010–2021 it has increased: almost 3 times for the Polish people (from -0.25 in 2010–2014 to -0.09 in

2017–2021), for the Russian people similar index has increased twice, for the Belarussian 1.6 times and for the Ukrainian people 1.2 times. And that means that during last 10 years for all the questioned politics significance as a personal value has increased.

In the rating of public value-aims in the first list for all countries the high level of economic increase has taken the 1st position. For the Ukrainian, Russian, Polish and Belarussian people during 2010–2021 some shifts to the significance of defence capacity are noticed which during 2010–2021 has increased for Ukraine 8 times, for Russia – twice, for Poland – 2.5 times and for Belarus – 3.2 times. Correspondently this public value significance has increased from 2.9% in 2010–2014 to 22.5% in 2017–2021 that is connected with conflict escalation with Russia, for Poland and Belarus it is connected with the danger of territory closeness with conflicting countries. For the Polish people democratic values are more significant than for others, to be specific freedom of a word and taking into account public interests in the activity of government structures – in 2010–2014 almost one-third (35.2%) of the Polish people shared such a position. In 2017–2021 this index has decreased for Poland to 25.8% (see table 2).

Among the asked in 2017-2021 the lowest level of desire of democratic values in Ukraine – 8.6% and in Belarus – 14.1%. It can be explained that for the respondents from Ukraine and Belarus has become defence capacity more in priority and the most have chosen this public aim-value.

Decoration and improving cities and villages and their landscapes as a public aim-value is peculiar to the respondents of all researched countries almost similar, however, lately it is expressed more in Russia and Poland (4.9% and 4.5% of respondents correspondently), less in Ukraine (2.4%) and the least in Belarus (1.6%).

In the rating of public values-instruments the first place goes to order support in Ukraine, Russia and Belarus: in 2010-2014 Russia gave the highest place to it (45.2% of respondents) and in 2017–2021 in Ukraine (49.5% of respondents) and for Poland there were values of society, i.e. wider opportuni-

Table 1

Comparison of coefficients of value-aims significance [2; 3]

Values / Country, study period	WVS, 2010–2014				EVS, 2017–2021			
	Ukraine	Poland	Russia	Belarus	Ukraine	Poland	Russia	Belarus
Family	0,95	0,95	0,90	0,92	0,92	0,96	0,85	0,93
Work	0,51	0,71	0,45	0,46	0,62	0,71	0,53	0,67
Friends, acquaintances	0,57	0,62	0,46	0,55	0,56	0,64	0,53	0,58
Leisure time	0,47	0,53	0,38	0,43	0,50	0,65	0,49	0,46
Religion	0,18	0,50	-0,10	-0,02	0,07	0,46	0,01	0,08
Politics	-0,33	-0,25	-0,33	-0,24	-0,27	-0,09	-0,14	-0,15

Table 2

**The comparison of relative indexes of public values (first choice), %
of general quantity of respondents [2; 3]**

Values / Country, study period	WVS, 2010–2014				EVS, 2017–2021			
	Ukraine	Poland	Russia	Belarus	Ukraine	Poland	Russia	Belarus
A high level of economic growth	77,8	54,0	68,4	77,4	62,3	53,9	53,9	68,6
A strong defence forces	2,9	5,2	9,8	4,7	22,5	12,6	21,6	14,9
People have more say about how things	15,2	35,2	15,9	14,1	8,6	25,8	17,5	14,1
Trying to make our cities more beautiful	4,1	3,3	3,6	3,6	2,4	4,5	4,9	1,6
No answer	0	0,1	0,5	0	0,3	0,4	0	0,4
Don't know	0	2,2	1,8	0,2	4,0	2,7	2,1	0,8

Table 3

**The comparison of relative indexes of public value-instruments significance (first choice), %
of general quantity of respondents [2; 3]**

Values / Country, study period	WVS, 2010–2014				EVS, 2017–2021			
	Ukraine	Poland	Russia	Belarus	Ukraine	Poland	Russia	Belarus
Maintaining order in the nation	42,7	16,2	45,2	35,4	49,5	26,0	41,0	44,8
Giving people more say in important government decisions	18,4	32,2	14,8	18,4	17,4	37,5	19,8	19,3
Fighting rising prices	35,9	44,4	37,3	40,6	25,6	17,2	35,0	27,8
Protecting freedom of speech	3,0	5,1	2,2	5,2	3,3	15,8	3,3	6,8
No answer	0	0	0,2	0	0,2	0,1	0	0,3
Don't know	0	2,2	0,4	0,4	3,9	3,5	1,0	0,9

ties of national participation in accepting decisions by government structures (32.2–35.7% of respondents). It is necessary to pay attention that defence of freedom of a word as a value-instrument has got more supporters in Poland (15.8%) that is twice more than in Russia (6.8%) and 4.5 times more than in Ukraine and Belarus (3.3% correspondently). These indexes emphasize higher level of the orientation of mass consciousness on democratic values of the Polish people than of the Belarussian, Ukrainian or Russian people (see table 3).

National well-being is directly connected with the normal standard of every person and every family. That is why the stable level of prices and low inflation is an important instrument of its provision. If in 2010–2014 a fight against price increase was more important for the Polish people (44.4% of respondents) and the Belarussian people (40.6%) than for the Russian people (37.3%) and the Ukrainian people (35.9%), so in 2014–2021 the situation has significantly changed: 2.5 times less for the Polish people, 12.8% less for the Belarussian people, 10.3% less for the Ukrainian people and only 2.3% for the Russian people as prices are an important instrument for improving life. It stands for economic stability in Poland in comparison to Russia, Ukraine and Belarus that is felt well by the respondents.

Generalizing ratings of public values-aims and values-instruments for the respondents from Ukraine, Poland, Russia and Belarus it can be concluded that there are similarities and differences in their value orientations. The similarity lays in all the respondents choose high level of economic development of the country during late 12 years as the main value (the Belarussian people dominate) and defence capacity strengthening (the Ukrainian people dominate). The differences are laid out that the most Polish people choose democratic values as the main ones (citizen society, freedom of a word, participation in ruling the country) and the Ukrainian, Belarussian and Russian people choose an order in the country and fight against price increase (see tables 2–3).

Of course, every person pragmatically assessing democratic values particularly freedom of a word, freedom of a choice defines how he is valuable for reaching the desired, puts into this definition existing instrument potential. So the average index of impact of freedom choice level on life path success is important (see table 4).

If in 2010–2014 this index was higher in Poland and Ukraine (6.67 and 6.55 correspondently due to the 10-point scale) than in Russia and Belarus (5.95 and 5.66 correspondently) and in 2017–2021 its increase was the most noticeable in Belarus – 1.44 points and

Table 4
Average index of impact of freedom choice level on life path success [2; 3]

Study period/ Country	Ukraine	Poland	Russia	Belarus
WVS, 2010–2014	6,55	6,67	5,95	5,66
EVS, 2017–2021	6,92	7,01	6,75	7,10

in Russia 0.8 points, less in Poland – only 0.34 points and in Ukraine – 0.37 points. Understanding the freedom of choosing life path as a value-instrument is particularly important due to the constitutional principles of society functioning and therefore an opportunity of accepting personal decisions, involvement into specific life priorities, realization of one's own intention to life organization. Personal trust as a value-instrument is an element of person's inner structure, a way of reaching goals in the process of social activity. While institutional trust is a basic mechanism of social relationships forming, the key of society development that eventually provides all its members with an opportunity to influence on government activity and the choice of state development way. In such a way, on the one hand, trust is a social attitude of people for safe well-being in a micro-environment (a family, and extended family, friends circle, a work team), on the other hand, it is a factor of social integration based on law principles and trust (moral) relationships.

Due to the survey results Belarussian people are the most “trusting” as their ability “to trust to many people” from 2010 till 2022 has increased from 32.6% to 40.3%, i.e. 7.7% more. Not more than one-third of the informants suppose that the most people can be trusted. The most untrusting were the Polish people during 2014–2020 among whom 75.6% admitted that it is necessary to be “careful” and during 2017–2021 the Russian people were the most untrusting. The Ukrainian people have taken a golden middle between the Polish, Russian and Belarussian people: trust to most people has quite increased – from 23.1% during 2010–2014 to 25.7% during 2017–2021, whereas caution has also increased: from 70.2% to 72.4% of the respondents (see table 5).

The respondents of all researched countries show their biggest trust to the members of their families (the Polish people have the coefficient of personal

trust from 0.8, the Russian and Belarussian people have 0.92, and the Ukrainian people have up to 0.95 (2020–2021) and also they trust such people who they know in personal: from 0.40 to 0.44. However, Polish and Russian people's trust to friends practically has not changed (from 0.4 in 2010–2014 to 0.43 in 2017–2021) whereas Belarussian people's trust has increased from 0.4 to 0.45 and the Ukrainian peoples' trust has decreased from 0.44 to 0.36. It means that the Belarussian people have started trusting their friends more and the Ukrainian people, on the contrary, less (see table 6).

Strangers are the most trusted by the Ukrainian and Polish people (the coefficient of trust from -0.32 in 2010–2014 to -0.37 in 2017–2021), and the Russian people trust the least to strangers (-0.43 in 2010-2014 and -0.40 in 2017–2021). The Russian and Ukrainian trust the least to the people with other religions and the Polish people trust the most. Also the trust of the representatives of all countries to the people of other nationalities has changed during the latest decade: it has decreased in Poland (from 0.06 to -0.01), in Ukraine (from -0.01 to -0.10) and in Belarus (from -0.15 to -0.07) and only in Russia it has not significantly changed (from -0.14 to -0.13) (see table 6).

The rating of social institutes which are trusted by the respondents of the researched countries are headed by military forces, whereas the dynamic during 2010–2021 is the highest in Ukraine: the coefficient of trust has increased 3 times (from 0.1 in 2010 to 1.32 in 2021) and in Russia: the coefficient of trust has increased twice (from 0.2 to 0.5), in Poland has not almost changed, and in Belarus it has decreased 1.5 times (from 0.35 to 0.21). And in Russia in comparison to other countries it is the highest – 0.5. It is necessary to mention that the second place in the rating of institutional trust in Ukraine is occupied by mass media (2010–2021) and police (2017–2022), in Russia – government and police (2010–2021), in Belarus and Poland – police and courts (2010–2021). The respondents of all researched countries have the lowest level of trust to parliament and political parties (see table 7).

The considered values-aims (personal and public) and values-instruments (personal and institutional) are the fundament on which the process of forming social attitudes takes place, i.e. human value

Table 5

The level of personal trust, % of general amount of respondents [2; 3]

Trust levels / Country, study period	WVS, 2010–2014				EVS, 2017–2021			
	Ukraine	Poland	Russia	Belarus	Ukraine	Poland	Russia	Belarus
Most people can be trusted	23,1	22,2	27,8	32,6	25,7	24,8	22,7	40,3
Need to be very careful	70,3	75,6	66,2	59,9	69,4	72,4	74,2	54,5
Don't know	4,9	2,2	5,0	6,5	3,5	2,6	2,9	4,5
No answer	1,6	0	1,0	0,9	1,3	0,2	0,2	0,7

Table 6

The level of personal trust to certain social groups [2; 3]

Trust levels / Country, study period	WVS, 2010–2014				EVS, 2017–2021			
	Ukraine	Poland	Russia	Belarus	Ukraine	Poland	Russia	Belarus
Your family	0,95	0,82	0,90	0,92	0,92	0,80	0,92	0,92
Your neighborhood	0,37	0,28	0,29	0,24	0,32	0,28	0,30	0,30
People you know personally	0,44	0,41	0,42	0,40	0,36	0,40	0,43	0,45
People you meet for the first time	-0,32	-0,32	-0,43	-0,41	-0,37	-0,30	-0,40	-0,37
People of another religion	-0,10	0,05	-0,14	-0,15	-0,12	-0,05	-0,14	-0,07
People of another nationality	-0,01	0,06	-0,14	-0,15	-0,10	-0,01	-0,13	-0,07

Table 7

The level of institution trust to certain social institutions [2; 3]

Social institution / Country, study period	WVS, 2010–2014				EVS, 2017–2021			
	Ukraine	Poland	Russia	Belarus	Ukraine	Poland	Russia	Belarus
The armed forces	0,10	0,21	0,20	0,35	0,32	0,26	0,50	0,21
The press	-0,01	-0,25	-0,24	-0,16	-0,24	-0,30	-0,23	-0,16
The police	-0,31	0,02	-0,26	0,04	-0,18	0,11	0,04	0,14
The courts	-0,40	-0,12	-0,23	0,05	-0,44	-0,20	-0,03	0,12
The government	-0,41	-0,44	-0,05	0,08	-0,47	-0,36	0,03	0,05
Political Parties	-0,45	-0,57	-0,34	-0,22	-0,54	-0,58	-0,26	-0,27
Parliament	-0,47	-0,49	-0,24	-0,03	-0,45	-0,42	-0,11	-0,02

Table 8

The comparison of significance indexes of the family upbringing of personal qualities – children's values-instruments, % of the chosen positive variants out of general quantity of the respondents [2; 3]

Personal qualities / Country, study period	WVS, 2010–2014				EVS, 2017–2021			
	Ukraine	Poland	Russia	Belarus	Ukraine	Poland	Russia	Belarus
Good manners	-	-	-	-	60,9	59,2	58,2	68,9
Independence	42,8	43,4	37,8	38,6	42,5	28,4	32,9	28,9
Hard work	85,8	82,1	84,5	87,6	80,6	80,8	78,0	81,3
Feeling of responsibility	75,5	81,0	77,5	80,6	69,6	72,7	69,7	70,7
Imagination	13,0	16,8	16,5	12,1	16,1	16,2	15,9	14,3
Tolerance and respect for other people	59,0	82,6	63,5	60,7	51,7	79,0	52,9	55,7
Thrift, saving money and things	45,1	49,5	50,3	55,0	49,1	35,0	47,3	31,2
Determination, perseverance	39,4	19,3	45,4	35,1	48,3	26,3	40,8	45,8
Religious faith	22,3	39,5	13,9	14,4	19,4	33,1	12,4	9,7
Unselfishness	19,9	15,1	22,6	13,9	15,3	16,6	15,9	19,7
Obedience	42,3	34,1	34,8	33,8	28,0	20,0	17,7	35,8
Self-expression	32,3	41,0	32,1	29,8	-	-	-	-

orientations. Therefore, favourable life conditions in early ages, childhood and adolescence are necessary in order to launch this process. Basic social agents of forming value orientations are family, school, friends and mass media. In order value orientations to have constructive, not destructive character, social agents need to provide proper growing generation's upbringing of such qualities as hardworking, obedience, self-expression, good manners, unselfishness, determination,

persistence, careful attitude to money, tolerance and respect to other people, imagination, religiosity, responsibility, independence. These qualities serve for a person as peculiar values-instruments with the help of which a person adapts, develops, realizes himself/herself, self-improves, self-organizes. That is why it is important to define how the respondents evaluate the significance of family upbringing of personal qualities – children's values-instruments (see table 8). Using M. Rokeach and S. Schwartz's

definitions of value character (terminal and instrumental) it is necessary to mention that the respondents of the researched countries use the dominant instrument values in children's upbringing and at the most hardworking: Russia – 78.0%, Poland and Ukraine – correspondently 80.6–80.8%, Belarus – 81.3% of the respondents and responsibility: from 69.6% for the Ukrainian and Russian people, 70.7% for the Belarussian people and 72.7% for the Polish people. And the dynamic of these values has not almost changed during the latest 11 years.

The changes have taken place in the evaluation of such terminal value as tolerance and respect to other people. this value took the first place for the Polish people during 2010–2021. It took also the third position for the Russian, Ukrainian and Belarussian people during 2010–2014 and in the period of 2017–2021 has lost to the instrumental value as “good manners” in upbringing. So, Poland in its priorities in growing generation's upbringing differs from Ukraine, Russia and Belarus. In particular when it goes about the significance of such qualities as tolerance, determination and persistence (see table 8).

Conclusions and prospects for further research.

Value orientations is an integral part of person's structure as they define his/her value priorities, life goal and therefore social activity. With the help of value orientations, a choice of life strategy, professional orientation, social behaviour and social activity is made by a person. That is why their research is relevant and extremely necessary to understand war conflicts, pandemics etc. The carried out comparative analysis of value orientation dynamic of the nationalities of Ukraine, Poland, Russia and Belarus in this work has been based on the survey data which were held before the start of war actions of Russia in Ukraine (2010) as well as in the period of the Crimea annexation, the occupation of Donetsk and Luhansk oblasts of Ukraine (2014) and before full-scale Russian invasion into the Ukrainian territory (2021).

There are similarities and differences in the value orientations system of the respondents from Ukraine, Poland, Russia and Belarus which appeared after the start of Russian occupation activities on the Ukrainian territory. Respondents' similarities of all researched countries lie in that during 2010–2021 due to the coefficient of personal values-aims significance the first place in the rating is taken by family and the last one is taken by politics. The Ukrainian, Russian and Belarussian people are similar also as friends and acquaintances were for them the second value (2010–2014) which gradually was changed by work (2017–2021). Alongside the Polish people differ from Ukrainian, Russian and Belarussian people as work for them

all the researched period was constantly the second value-aim but not friends or acquaintances. During 2010–2021 the significance of free time and religion has increased for the Polish people in comparison to the Russian, Ukrainian and Belarussian people. However, the lowest coefficient of religion significance during 2010–2021 has been fixed in Russia and varies from -0.10 to 0.1 that it 7 times less than in Ukraine, 8 times less than in Belarus and 46 times less than in Poland.

The significance of politics in life has been increased for all the researched respondents though its coefficient is quite low (from -0.09 to -0.27). Similar fact for the respondents from Ukraine, Poland, Russia and Belarus is that the high level of economic increase is on the first place in the rating of public values-aims. In the period 2017–2021 such a value-aim as country defence capacity increases for all the respondents but differently: 8 times in Ukraine, 3.2 times in Belarus, 2.5 in Poland and twice in Russia. The significance of this public value has increased for the Ukrainian people from 2.9% in 2010–2014 to 22.5% in 2017–2021 that is connected with the conflict escalation with Russia, for Poland and Belarus it is explained by the danger of their territories being close to the conflicting countries.

Orientation on democratic values as freedom of a word and counting social interests in the government structure activity has become more significant for the Polish people, however, the index in 2017–2021 has decreased 9.4% for Poland in comparison to 2010–2017. Among the Russian, Belarussian and Ukrainian people in 2017–2021 the lowest level of desire to democratic values was fixed in Ukraine – 8.6% and in Belarus – 14.1%. it can be explained that country defence capacity has become more prioritized for the respondents from Ukraine and Belarus and the most have chosen this public value-aim.

The Polish, Ukrainian, Russian and Belarussian people have similar value orientations in the choice of public value-instruments as all of them chose a priority of “order support in the country” for Ukraine, Russia and Belarus: in 2010–2014 it was the highest in Russia (45.2% of the respondents) and in 2017–2021 it was in Ukraine (49.5% of the respondents). However, in 2017–2021 the Polish people chose social values in priority so then wider nation participation in decision accepting by government structures. The defence of the freedom of a word as a value-instrument has got the most supporters in Poland that is twice more than in Russia, 4.5 times more than in Ukraine and Belarus. These indexes prove higher level orientation of the Polish people's mass conscious on democratic values than for the Belarussian, Ukrainian and Russian people.

Polish, Russian, Ukrainian and Belarussian respondents are similar as well-being improvement

is an important value-instrument the significant instrument of its provision is stable price level and low inflation. However, the dynamic of this index changed in 2017–2021 comparing to 2010–2014, to be more specific it decreased 2.5 times whereas for the Belarussian, Ukrainian and Russian people only 12.8%, 103% and 2.3% correspondently. It means that the Polish people are more confident in their country economic stability than others.

Generalizing the ratings of public values-aims and values-instruments for the respondents of Ukraine, Poland, Russia and Belarus it is possible to conclude that value orientation similarity lies in that all the respondents choose the high level of country economic development as the main value during 12 years (the Belarussian people prevail) and improvement of defence capacity (the Ukrainian people prevail). The differences lie in the most Polish people choose democratic values in priority (society, the freedom of a word, participation in state government) and the Ukrainian, Belarussian and Russian people choose order in the country and fight against price increasing.

The freedom of life path choice is important person's orientation which makes it possible to realize their own idea to organize well-being. If in 2010–2014 the index of the level of freedom of choice influence on the respondents' success was higher for the Polish and Ukrainian people (6.67 and 6.55 correspondently due to the 10-point scale) than for the Russian and Belarussian people (5.95 and 5.66 correspondently) and in 2017–2021 its increase was the most visible for the Belarussian people – 1.44 points and for the Russian people – 0.8 points less than for the Polish people – only 0.34 points and for the Ukrainian people – 0.37 points more.

An ability to trust close social environment and state and public institutions is an important human value orientation. Due to the survey results the Belarussian people are the most “trusting” as their ability “to trust many people” from 2010 till 2022 has increased from 32.6% to 40.3% almost 7.7% more, in 2010–2014 the Polish people were the most distrustful among them 75.6% admitted that they need to be “careful” and in 2017–2021 were the Russian people (74.2%). The Ukrainian people took a golden middle between the Polish, Russian and Belarussian people” the trust has somehow increased but alongside caution has increased: from 70.2% to 72.4% of the respondents.

The respondents of all researched countries show their biggest trust to the members of their families (the Polish people have the coefficient of personal trust from 0.8, the Russian and Belarussian people have 0.92, and the Ukrainian people have up to 0.95 (2020–2021) and also, they trust such people who they know in personal: from 0.40 to 0.44; the Belarussian people have started trusting their

friends more and the Ukrainian people, on the contrary, less.

Similar value orientations inherent to all the respondents due to the institutional trust as the rating of social institutes which are trusted by the respondents of the researched countries are headed by military forces, whereas the dynamic during 2010–2021 is the highest in Ukraine: the coefficient of trust has increased 3 times (from 0.1 in 2010 to 1.32 in 2021) and in Russia only twice, in Poland has not almost changed, and in Belarus it has decreased 1.5 times. It is necessary to mention that the second place in the rating of institutional trust in Ukraine is occupied by mass media (2010–2021) and police (2017–2022), in Russia – government and police (2010–2021), in Belarus and Poland – police and courts (2010–2021). The respondents of all researched countries have the lowest level of trust to parliament and political parties.

Value orientations are formed in the early childhood so the comparison of relative indexes of family upbringing significance due to personal qualities – children's values-instrument was an important task in comparative analysis process.

In 2010–2021 instrumental values prevail in children's upbringing of the researched countries respondents as hardworking (the Belarussian, Polish and Ukrainian people prevail) and responsibility (the Polish and Belarussian people prevail). The changes have taken part in the evaluation of terminal value as tolerance and respect to other people. This value orientation is more in priority for the Polish people than for the Russian, Ukrainian or Belarussian people for whom orientation of instrumental value as “good manners” is more important in upbringing. So, Poland differs in its priorities for growing generation's upbringing from Ukraine, Russia and Belarus. It peculiar, if it goes about the importance of such qualities as tolerance, determination and persistence.

In such a way the comparative analysis of value orientations of the Ukrainian, Polish, Belarussian and Russian people during 2010–2014 and 2017–2021 has stated that all the respondents are similar in the choice of personal life goals (trust to a person, friends, desire to support normal life standard, children's upbringing of hardworking, responsibility, respect to others etc.) and public values-aims: economic stability support, price politics, and also in the choice of public values-instruments: the Polish tend to religiosity, democratic values, society forming, participation in state governing, and the Ukrainian, Belarussian and Russian people tend to making order in the country, improving defence capacity. Prevailing value and normative closeness of the respondents from Ukraine, Belarus and Russia is noticed during the research period, however, positive shifts of

basic values-aims and values-instruments in the Ukrainian conscious to the European standards are noticed clearer than in the Belarussian or Russian ones. The traffic of personal and public values change was broken and fastened by the chain of events which determined the Ukrainian people release from paternalistic values, demonstrated their openness to changes. In particular, the Revolution of Dignity in 2013–2014 and the start of Russian aggression against Ukraine have become the first powerful catalysator, the change of ruling government and country development startegies have become the second one and the start of full-scale war (2022) has become the third one. The Maidan events can be called “value explosion” inside Europe as people having left their personal zone of comfort defended democratic rights and freedoms with their own lives, and a full-scale Russian war against Ukraine made not only the Ukrainian people but also the whole world reassess basic values particularly freedom and independence.

Further research of value orientations of the Polish, Ukrainian, Russian and Belarussian people in the conditions of full-scale Russian war against Ukraine, which has united almost all the states in the world in the democratic values defence, is perspective.

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Summary

Kalashnikova L. V., Lobanova A. S., Pryhodko O. O. Dynamics of value orientations of the population of Ukraine, Poland, Russia and Belarus (2010–2022): comparative analysis. – Article.

The problem of value orientations is the matter of social values choice of every person or every social group, community or society as a whole that is faced in a particular concrete-historical epoch or situation. Russian-Ukrainian war which has been lasting since spring 2014 and on February 24 2022 has come into its hot phase – full-scale military invasion by the Russian Federation on the territory of sovereign Ukraine – has become such a global factor that has radically changed the structure and content of nation value orientation not only of Ukraine but also of many countries in Europe and in the world. The scientific problem of this work is determined by these very historical facts and the necessity of identifying similarities and differences between nation value orientations of Ukraine, Poland, Russia and Belarus in current historical period and also defining the reasons that created two controversial worlds of value orientations: Russian and Belarussian, and Polish and Ukrainian. The aim of this work is to define state, structure and dynamics of nation value orientations of Ukraine, Poland, Russia and Belarus in 2010–2021 period and also to find out the reasons of their transformation and basic tendencies based on comparative analysis. In such a way the analysis of value orientations of the Ukrainian, Polish, Belarussian and Russian people during 2010–2014 and 2017–2021 has stated that all the respondents are similar in the choice of personal life goals and public values-aims: economic stability support, price politics, and also in the choice of public values-instruments: the Polish tend to religiosity, democratic values, society forming, participation in state governing, and the Ukrainian, Belarussian and Russian people tend to making order in the country, improving defence capacity.

Key words: value orientations, sociological research, comparative analysis, changes in the values of the population, Russian-Ukrainian war.

Анотація

Калашнікова Л. В., Лобанова А. С., Приходько О. О. Динаміка ціннісних орієнтацій населення України, Польщі, Росії та Білорусі (2010-2022): порівняльний аналіз. – Стаття.

Проблема ціннісних орієнтацій – це питання ціннісного вибору кожної людини або кожної соціальної групи, спільноти чи суспільства в цілому, що постає в конкретну конкретно-історичну епоху чи ситуацію. Російсько-українська війна, яка триває з весни 2014 року і 24 лютого 2022 року вступила в свою гарячу фазу – повномасштабне військове вторгнення Росії на територію суверенної України, стала тим глобальним чинником, який докорінно змінив структуру і зміст

ціннісних орієнтацій нації не лише України, а й багатьох країн Європи та світу. Наукова проблема цієї роботи визначається саме цими історичними фактами і необхідністю виявлення подібностей і відмінностей між національними ціннісними орієнтаціями України, Польщі, Росії та Білорусі в сучасний історичний період, а також з'ясування причин, що створили два суперечливі світи ціннісних орієнтацій: російський і білоруський та польський і український. Метою роботи є визначення стану, структури та динаміки ціннісних орієнтацій націй України, Польщі, Росії та Білорусі у період 2010–2021 рр., а також з'ясування причин їх трансформації та основних тенденцій на основі порівняльного аналізу. Компаративний аналіз ціннісних орієнтацій українців, поляків, білорусів і

росіян за 2010–2014 і 2017–2021 роки засвідчив, що усі респонденти подібні у виборі особистісних життєвих цілей (довіра родині чи друзям, прагнення нормальних стандартів життя, виховання у дітей працьовитості, відповідальності, пошани до інших) і суспільних цінностей-цілей – підтримка економічної стабільності, цінової політики, і разом з тим різні у виборі суспільних цілей-інструментів: поляки більш тяжіють до релігійності, демократії, формування громадянського суспільства, участі в управлінні державою, а українці, білоруси і росіяни – до наведення порядку в країні, посилення обороноздатності.

Ключові слова: ціннісні орієнтації, соціологічне дослідження, компаративний аналіз, зміна цінностей населення, російсько-українська війна.