



Values of health and sports achievements in the structure of social identity of modern Russian youth

UDC 37.062

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Received by the editorial office on 12.02.2024

Abstract

Objective of the study was to determine the place of the values of sports achievements and health in the structure of social identity of student youth.

Methods and structure of the study. Students of the humanities and technical fields of universities in St. Petersburg (n=200) participated in the scientific work. The average age is 20 years, boys – 31%, girls – 69%. The work included the questionnaire «Value Orientations-36» (V.N. Kunitsyna); ISSP civic identity scales (adapted by L.K. Grigoryan); scale for express assessment of feelings associated with ethnicity (N.M. Lebedeva); multifactorial personality questionnaire «STEEL» (V.N. Kunitsyna).

Results and conclusions. The values of sports achievements and health are a basic part of the social identity of young people. On their basis, young people realize their own involvement in culture, inclusion in the course of its historical time. Pride in sports achievements, as an element of civic identity, forms a semantic vector connecting youth with the older generation and traditions. The value of health sets a benchmark for a more responsible construction of interpersonal relationships, in particular, love relationships, and actualizes the ability to measure one's strengths with one's aspirations. The obtained result opens up space for improving educational work with university students, reflecting more targeted targets for pedagogical influence.

Keywords: *value orientations of health, sports personality development, social identity, civic identity.*

Introduction. In modern Russia, special attention is paid to the formation of a person's civic identity, raising a person with an active life position, which also includes an attitude toward a healthy lifestyle and longevity. Health, sports activity and achievements seem to be one of the leading value categories of a mature personality. This issue is reflected in a number of scientific studies [5, 6, 7, 8].

The authors emphasize current contradictions in this area. Thus, in the current context of higher education in Russia, students may have a high orientation towards the values of a healthy lifestyle [1], but do not realize these aspirations in practice for a number of reasons, in particular due to low awareness of

sports technologies [6], the lack of a structured system of physical activity in educational institutions [9]. As a result, we can talk about insufficient reflection by students of health values and the unstable nature of their motivation for systematic sports activities [4]. At the same time, in a number of universities, students may not consider health to be something important for themselves, being more concerned about material security [7].

In this context, it seems appropriate to look at this problem in line with the theory of social identity, where an individual's acceptance of certain values appears as a complex and multi-level process based on such socio-psychological mechanisms as social categori-



zation, social comparison, internalization, symbolization. Considering the key constructs in the structure of social identity, N.L. Ivanova identified their basic, individual-personal and professional-business associations. For an individual, one of these groups may be leading. Thus, the first includes signs of identity associated with family, ethnicity, relatives and friends. The second includes signs of traditions and culture, moral norms. The third includes characteristics related to education and profession [1]. According to N.V. Kazantseva, playing sports is an effective tool for the formation of civic identity [3]. At the same time, the question remains open about what structures of social identification (basic, individual-personal or professional) the values of sports development are correlated with and what, based on this, should be the main targets of educational influence.

Objective of the study was to determine the place of the values of sports achievements and health in the structure of social identity of student youth.

Methods and structure of the study. 200 people took part in the scientific work - students of humanitarian and technical fields of universities in St. Petersburg. The average age is 20 years, boys – 31%, girls – 69%. The work included the methodology for diagnosing value orientations «TsO-36» (V.N. Kunitsyna; involves assessing the significance of 36 values, where the maximum score = 12); civic identity scales from the International Social Survey (ISSP adapted by L.K. Grigoryan; pride in sports achievements is included in one of the subscales of this methodology, maximum score is 4); scale for express assessment of feelings associated with ethnicity (N.M. Lebedeva); multifactor personality questionnaire «STEEL» (V.N. Kunitsyna). Data were checked for normal distribution. Correlation analysis (Pearsons-r) was used. Statistical package IBM SPSS Statistic 22.0.

Results of the study and discussion. Analysis of the general distribution of value orientations of young people showed that health (as taking care of one's physical and mental state) is in the top three most significant values ($M=8,91$; $SD=1,91$) after protecting the family ($M=10,91$; $SD=1,88$), understanding and trust in the family ($M=9,08$; $SD=1,81$). The values of self-care ($M=8,91$; $SD=1,78$) and self-esteem ($M=8,90$; $SD=1,75$) have approximately the same importance. In the structure of civic identity, pride in the country's sporting achievements ($M=3,44$; $SD=0,63$) is also one of the three most significant value categories, along with pride in art and literature ($M=3,45$; $SD=0,64$) and

history of the country ($M=3,40$; $SD=0,68$). Thus, we can say that, in general, the youth we surveyed have a pronounced orientation toward active self-determination in the categories of a healthy, full-fledged personality and toward finding their place in life. These trends are consistent with the results of other authors [1, 6].

Correlation analysis allows us to draw a more clear picture of the relationships between the analyzed parameters. Thus, we can say that pride in the country's sporting achievements is an important element in the general structure of social identity and is part of its basic part (associated with positive feelings about one's belonging to the people). Connections with other value orientations form a semantic vector, one of the poles of which correlates with the awareness of belonging to a culture and the continuity of generations, and the general adequacy of self-esteem. At the other pole of this vector is a complex of hedonistic values, as well as traits of a dependent personality. The more young people are proud of the country's sporting achievements, the more adequately they evaluate themselves, the more respect they have for the experience of their elders, they feel the greater importance of traditions in their lives, and they are proud of the history of their people. On the contrary, indifference to sporting achievements is associated with the actualization of the egocentric position of the individual, expressed in the values of momentary pleasures, and negative feelings about one's own importance (in this case, this is characterized by the personal qualities of dependence and increased feelings of guilt). Such young people are more sensitive to criticism, are afraid of being rejected, and tend to fixate on negative emotional experiences.

The value of health also turned out to be at a high level of significance associated with a sense of ethnicity, but it characterizes a different semantic vector in self-determination. The higher the importance of this value for students, the more they are focused on mature care for themselves and their loved one. On the contrary, low health relevance is associated with an increased desire for achievement and independence, which can often come at the expense of one's own health.

Conclusions. The values of sports achievements and health are a basic part of the social identity of young people. On their basis, young people realize their own involvement in culture, inclusion in the course of its historical time. At the same time, pride in sports achievements, as an element of civic iden-



tity, forms a semantic vector connecting youth with the older generation and traditions. The value of health sets a benchmark for a more responsible construction of interpersonal relationships, in particular, love relationships, and actualizes the ability to measure one's strengths with one's aspirations. The obtained result opens up space for improving educational work with university students, reflecting more targeted targets for pedagogical influence. Thus, familiarization with the values of sports achievements presupposes correlation with the traditions of culture as a whole, and the actualization of motives for improving health can be based on meanings that are more personal for young people. Taken together, familiarization with the values of sports and health contributes to the formation of a more mature civic position of future graduates.

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