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DYNAMICS OF YOUTH MOTIVATION TOWARD SOCIALLY USEFUL ACTIVITIES IN THE CONDITIONS OF SOCIAL CRISES

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Socially beneficial activity, as a specific type of social activity, remains an understudied phenomenon from the point of view of psychological research. If in quantitative equivalent there, is a mass of materials from soviet times, then in the content sense they practically do not reflect reality, but, rather, serve as a justification for forced actions and an imitation of the voluntariness of the corresponding activities.

Since motivation is a complex psychological process, important meaning in this process is given to the struggle of various potential motives, the assessment of the importance of needs, the ability to analyze the consequences of one's actions. Modern researchers note changes in the motivation of young people, the dominance of the desire to achieve personal success, well-being and independence, noting the possibility of the coexistence of individualistic motivation and social activity of young people [3, p. 24]. In particular, according to the results of a study of the impact of volunteer work and community activities on personality development, conducted at the Volunteer Research Institute (the United Kingdom), it was established that the majority of male and female students had experience of community work before entering a higher educational institution. At the same time, the most common motives mentioned by young people were the desire to help others, make new friends, and add positive experience to their resume. It was also determined that participation in public activities directly develops interpersonal communication skills necessary for employment: communication skills, ability to work in a team, social skills [2, p. 18-19].

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Based on the relevant experience, in August-October 2022, on the basis of the regional youth center of Zhytomyrska oblast “#Kreativ_Space”, a research of the motives of young people aged 14-30 for volunteering and community activities in the conditions of the social crisis of the war was conducted, in which 275 people participated. According to the results of the analysis of the answers, it is possible to conclude that, based on the concept of motives that arise based on the needs defined by A. Maslow [1, p. 210], the motivational “spectrum” of the researched includes the satisfaction of all the needs defined by A. Maslow. At the same time, in the conditions of war, the most common motive among young people to participate in public and volunteer activities was the need for security, which became more acute in times of crisis. The relevance of satisfying the desire to have

good relations with others, to have good friends, a social circle, to belong to a certain group has significantly increased for young people (at the same time, the role of the national identity of an individual due to belonging to a community that protects its land has significantly increased). At the same time, the role of satisfying the need for self-actualization, which is considered (to one degree or another) necessary after the end of hostilities, has decreased for the majority of respondents, although about 8% of respondents note the unchanging relevance of satisfying this need even in war conditions. In a repeated research based on the same organization in November-December 2023, the hierarchy of motives of young people for prosocial activities remains the same, but the part of people who have a need for self-actualization has increased to 17%, which may indicate a potential increase in personal adaptation to crisis conditions after 20 months of military conflict and conditional stabilization of youth needs in social interaction.

In our opinion, an equally important indicator of the dynamics of youth motivation in the conditions of the social crisis of the war are the results of a survey of the specified target audience according to the B. Bas method, which testify to the dominance of the focus on business and the world among youth involved in public activities. In this way, it is possible to note the growth of the role of professional and productive, social and cognitive motivation in crisis conditions [3, p. 27]. However, basic and cognitive motivations remain dominant among young people among the researched who do not participate in public or volunteer activities. When re-examined after a year, the share of self-dominant youth increased by 88%, while the number of respondents who did not participate in social activities decreased by 34%.

The corresponding research results are the basis for a comparative analysis of the value-motivational sphere of different age, social and gender groups, taking into account the dynamics of this sphere in the conditions of the aggravation of the social crisis of the war, which form the field of scientific work of a socio-psychological direction. The obtained data require deeper study and comparative analysis.

Thus, we can conclude that, in the conditions of the social crisis of the war, the basic needs of youth for safety, social interaction and belonging to certain communities are significantly intensified, the satisfaction of which forms the key motives for volunteering and public activities. At the same time, the focus of

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socially active persons on the work that forms their professional, productive and social motivation, and the dominant basic motivation of socially inactive youth, determine the field for further social-psychological research and comparative analysis of the value-motivational sphere of different age groups and youth in particular.

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